

BLABON

ART

Linoleums

STYLES FOR
1921

"Blabon Floors
make
housework easier"

PHILADELPHIA
AND NEW YORK
1851  1921



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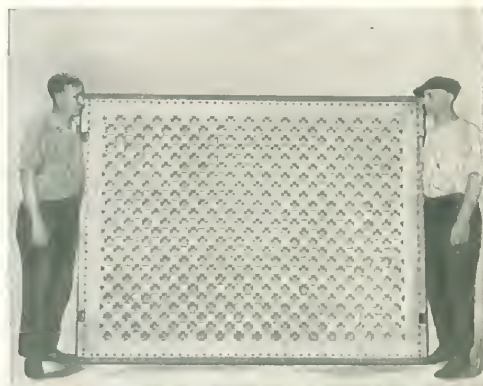


Mailing Division, Dealers Help Department

BLABON'S GOLD MEDAL LINOLEUMS



Gold Medals awarded at United States Centennial
World's Columbian Exposition
Paris, Sydney, and Panama-Pacific International Expositions



Mould Used in Making Inlaid Linoleum

Blabon Art Linoleums

INLAID

PRINTED

CARPET INLAIDS

PLAIN

"INVINCIBLE" BATTLESHIP

CORK CARPET

"KORSHO LINOLEUM RUGS"

"VAR-CLOTH" "FELTEX"

YEAR 1921

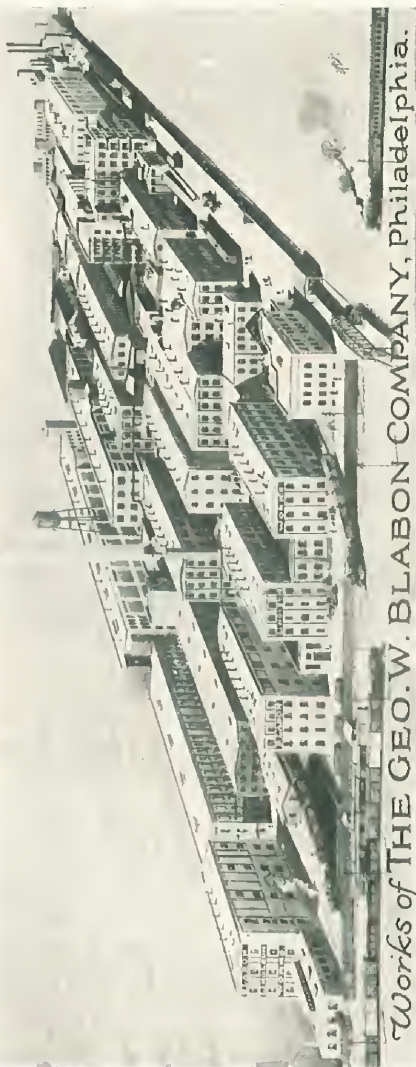
315 PATTERNS

1851-1921

The George W. Blabon Co.
Philadelphia, Pa.

Head Office of the Sales Department
212 Fifth Ave., New York City

"Blabon
Floors
Make
Housework
Easier"



Works of THE GEO. W. BLABON COMPANY, Philadelphia.

1851



1921

BLABON'S GOLD MEDAL LINOLEUMS

1921

THIS Pocket Size Pattern Book contains colored illustrations representing the entire 1921 line of Inlaid and Printed Linoleum, "Invincible" Battleship and Plain Linoleum, Cork Carpet, "Korsho Linoleum Rugs," "Var-Cloth," and "Feltex" manufactured by The George W. Blabon Company of Philadelphia and New York. The object of issuing the book in this compact form is to make it easy for every linoleum merchant to show the complete Blabon Line on all occasions, to facilitate the securing of linoleum orders while on the road, and to assist in educating the American public generally on the growing use and advantages of linoleum as the universal floor covering.

The color plates shown are exactly one-eighth the actual size of the pattern, and the design in each case is geometrically correct, i.e., every plate represents a piece of goods eighteen inches square and shows the correct proportions of the pattern. All linoleum is supplied in rolls approximately thirty yards in length. The complete Blabon Line, consisting of three hundred and fifteen patterns, is classified according to grades and widths and is manufactured under several special brands, as follows:

Straight Line Inlaid—C Grade.....	14	patterns
Straight Line Inlaid—D Grade.....	13	"
A Grade Inlaid Linoleum.....	20	"
B Grade Inlaid Linoleum.....	36	"
"Midvale" Grade Inlaid Linoleum.....	36	"
"Continental" Grade Inlaid Linoleum.....	12	"
B Grade Carpet Inlaid Linoleum.....	5	"
"Midvale" Grade Carpet Inlaid Linoleum.....	9	"
Granite Inlaid Linoleum.....	3	"
D Grade Printed Linoleum.....	39	"
E Grade Printed Linoleum.....	62	"
Passage and Stair Linoleum.....	6	"
"Korsho Linoleum Rugs".....	24	"
"Var-Cloth".....	14	"
"Feltex".....	22	"
Total.....	315	"

In addition the line includes Battleship Linoleum ("Invincible Brand," famous for its pliability and wear-resisting qualities, gauges 6.35 M/M or 1/4" and 4.76 M/M or

3/16"), Cork Carpet (Polished and Unpolished Finish), and Plain Linoleum in various standard grades. All of the plain goods are made with the famous Walton finish in five colors, viz.: Brown, Green, Gray, Blue and Terra Cotta. Selected materials are used in the manufacture of Blabon's "Invincible"



Magazine advertisements similar to the above, many of them full pages and printed in four colors, are appearing in *The Saturday Evening Post*, *Ladies' Home Journal*, *Delineator*, *Designer*, *Farm Journal* and *Architectural Record*, reaching approximately 6,500,000 homes.

Battleship and Plain Linoleums, and as the goods are thoroughly seasoned and carefully made they have an enviable reputation for toughness, smoothness of finish, and dependable uniformity. Every roll of "Invincible" Battleship Linoleum is manufactured in accordance with the rigid specifications of the United States Government.

BLABON PRODUCTS NATIONALLY ADVERTISED

The aggressive national advertising campaign in the interest of Blabon Art Lino-

leums, launched three years ago, will be continued during 1921, in such widely circulated publications as *The Saturday Evening Post*, *Ladies' Home Journal*, *Delineator*, *Designer*, *Farm Journal* and *Architectural Record*. These advertisements will be prepared by skilled writers and artists along lines that will attract the attention of the several million readers of these publications and thus give a wonderful impetus to the demand for Blabon Art Linoleums. Our line for 1921 includes many designs especially adapted to living-rooms, libraries, bedrooms, and every other room, so that our appeal for a more general use of linoleum will bring a far greater demand for this material for home improvement than has yet been experienced.

We have put into operation, and will persistently carry on, a strong educational campaign that will put Blabon Art Linoleums in their rightful place in American homes. Our aim is not only to develop a broader market for linoleum, but to cultivate its present market intensively. With every passing month, this consumer advertising grows to be more and more powerful as a business builder for the linoleum dealer, and it will materially increase the sale of the Blabon Line during the year 1921.

Inquiries received from this nation-wide advertising campaign are referred to local retailers.

LOOK FOR THE BLABON LABEL

For the protection of the buyer a label showing the Blabon Trade-mark appears at regular intervals (every three yards) on the face of all genuine Blabon Art Linoleums.



THIS LABEL IS THE IDENTIFYING MARK ON THE FACE OF ALL BLABON ART LINOLEUMS

Therefore, when making a purchase, be sure to look for this label, a facsimile of which appears above.

For genuine linoleum, look for the name "Blabon."

BACKING UP THE DEALER

Floor-covering merchants in all sections of the country have taken advantage of our Trade Promotion and Demonstration Department, which is in charge of capable men experienced in this line of work, and which is regularly furnishing valuable assistance to dealers in the distribution of Blabon Art Linoleums. Hundreds of letters have been received from these distributors expressing their appreciation for the helpful and practical suggestions furnished by this department.

This service includes a series of window displays, interior exhibits, store signs, newspaper cuts, lantern slides, street car and store cards and numerous other "Dealer Helps," all of which are furnished gratis. Instructions are given for setting up and arranging these displays in order that the best results possible may be obtained. Where conditions warrant, special representatives will visit merchants for the purpose of assisting them in this work. Some of the specially designed "set window pieces" and mechanically operated exhibits, loaned to dealers in connection with this service, are works of art that attract instant attention.

Address Trade Promotion and Demonstration Department, Philadelphia, Pa., for full information about this service.

HANDY QUALITY SAMPLE FOLDER

With the idea of placing the linoleum salesman in a position to readily exhibit quality samples of the entire Blabon Line,



HANDY QUALITY SAMPLE FOLDER

the Handy Quality Sample Folder is furnished gratis upon request. This little folder fits the pocket nicely, measuring $3\frac{1}{8} \times 5\frac{1}{2}$ inches, weighs less than six ounces, and is about the same thickness as an ordinary

wallet. Equipped with this folder and the Pocket Size Pattern Book the salesman, when seeking business outside the store, can intelligently solicit linoleum orders from prospective customers by showing both the patterns and grades of goods, and thus present his proposition in the strongest manner.

DEVELOPING A LINOLEUM BUSINESS

There are many opportunities for the wide-awake merchant to develop a profitable linoleum business; in fact, this department



A TYPICAL WINDOW DISPLAY OF BLABON ART LINOLEUMS

already is one of the best paying in many of the leading stores of the country. Realizing the growing use of linoleum, enterprising merchants who see the possibilities in it have brought their stocks out of obscure places in their stores and now exhibit them in show windows and other conspicuous locations.

Many aggressive dealers are already doing much to educate the public to the superiority of linoleum as the universal floor covering, not only for the kitchen, pantry, laundry, etc., but for every room in the house. Interior displays showing a dining room, bedroom, or nursery, completely furnished and covered with an appropriate linoleum design, have produced numerous sales. Besides adding to the appearance of the store, displays of this character are very convincing and serve to draw attention not only to the linoleum, but to all other articles exhibited as well.

Then, too, progressive dealers have enlarged their business by selling linoleum for two or three rooms where before they sold it for one. For example, when a woman comes into their store to buy linoleum for one room, she is reminded that the European custom of

having linoleum floors in every room in the house is gaining great favor in America; that linoleum floors never require sweeping, beating, or vacuum cleaning; that they can be kept beautifully clean by simply wiping with a damp cloth or mop.

A BACKGROUND FOR RUGS

When a woman buys a fabric rug the merchant ascertains whether the wood floors in her home are attractive or unattractive. If she is not satisfied with the looks of the wood floors, the dealer points out to her the advantages, not only of labor saving, but the beauty of a Blabon Art Linoleum Floor in plain colors or hard-wood effects, as a background for her rugs.

OTHER OPPORTUNITIES FOR SALES

An amazing volume of linoleum orders may likewise be secured as a result of a careful reading of the daily newspapers. Wedding announcements, moving lists, building permits, and the contemplated opening of various stores, restaurants, moving-picture houses, etc., are but a few of the every-day events that present opportunities which if persistently followed up will result in increased business. With Blabon's Pocket Size Pattern Book and the Handy Quality Sample Folder in his pocket a salesman can go out after big contract work such as banks, colleges, office buildings, charitable institutions,



CIRCASSIAN WALNUT SIGN. AN ATTRACTIVE STORE DISPLAY FIXTURE

etc., and by showing both the patterns and grades can present the subject in an intelligent and particularly forceful manner.

In all communities where merchants have conducted educational campaigns and advertised that linoleum has no superior as an

artistic, wear-resisting, and sanitary floor covering they have profited greatly. Viewed from any angle, Blabon Art Linoleums are a good proposition for the dealer, because there is a good margin of profit in them, with practically no complaints. Furthermore, the merchant who vigorously pushes linoleum does not do so at the expense of his other floor covering lines, as linoleum in no way competes with high-priced carpets and woven rugs.

ADVANTAGES OF LINOLEUM AS A FLOOR COVERING

Considering its beautiful appearance and durability, linoleum is the cheapest floor covering known, especially for places where



BUNGALOW WINDOW CUTOUT BRINGS BUSINESS INTO THE STORE

there is unusually heavy wear. Being easily kept clean, it is highly recommended from a sanitary standpoint. In addition, it is waterproof and practically noiseless and resilient to walk upon.

These features make it particularly desirable as a floor covering for churches, hospitals, libraries, theatres, moving picture places, hotels and apartment houses, billiard rooms, barber shops, dance halls, armories, public buildings and charitable institutions of every description, stores, clubs, gymnasiums, colleges, banks and trust companies, schools, restaurants, mercantile buildings, offices, railroad stations, battleships, ferry boats, steamers, power boats, running and floor boards of automobiles and the passageways of railway cars. It is also used quite extensively by mining concerns and manufacturers of mining machinery on concentrators.

There is nothing better known with which to cover kitchens, pantries, laundries, corridors and hallways, and when cemented to the top of restaurant tables it permanently takes the place of the usual table felt. Where

drip boards of sinks are covered with linoleum, dishes are less liable to be broken. There are numerous other places where Blabon Art Linoleums may be used to advantage.



STREET CAR AND STORE CARDS. IDENTIFY YOUR STORE AS A BLABON SELLING AGENCY

GROWING DEMAND FOR CARPET INLAIDS

The constantly growing demand for inlaid linoleum designs that resemble carpet is most apparent. Evidently the American housewife is being awakened to the fact that these patterns are suitable for living rooms, libraries, bedrooms, children's playrooms, etc., because the goods are made in delicate, blended colors that harmonize with wall papers, draperies and modern decorative schemes. A new Oriental design (Pattern 615) that has been introduced into our 1921 line is a remarkable creation of this type.

Because of the numerous advantages of linoleum as a floor covering for every room in the house, dealers are beginning to realize the possibilities for an increased linoleum business from this source.

Attention is likewise directed to the 1921 line of Blabon Inlaid Linoleums, which comprises an assortment of tile patterns in various sizes and colors, a large number of pleasing wood effects, several striking mosaics, and many other salable selections.

THE TAPESTRY CARPET EFFECT

Several new and very unusual designs, including a wonderful reproduction of a tapestry carpet (Pattern No. 5300), will be found among the printed linoleum patterns appearing in this book. There is also a wide assortment of distinctive patterns that embody the latest ideas of expert designers; snappy looking patterns that attract attention and sell readily. The line also includes various matting and floral effects in soft tinted colors that are especially suitable for bedrooms, sewing rooms, nurseries, etc. A careful investigation of this display will convince the average merchant that the styles shown are of the highest order and of a class that will appeal to the desirable trade.

"KORSHO LINOLEUM RUGS"

"Korsho Linoleum Rugs" are confidently recommended as a floor covering of unique merit, and one that will give general satisfaction at a moderate cost. Skillfully manufactured upon a foundation consisting of a specially prepared linoleum material, which makes them noiseless, resilient and comfortable to walk upon, these rugs possess qualities that appeal strongly to discriminating housewives. The beauty of design as well as the luster and general softness of appearance found in woven rugs will be seen in these rugs as well; furthermore, they are sanitary and washable. To keep them clean it is necessary to simply wipe the surface with a damp cloth. They never require beating or sweeping. Another important advantage is that they are absolutely moth proof. "Korsho Linoleum Rugs" are certain to become an important addition to the American home because of their real beauty and durability, while the low price at which they are sold makes them a thoroughly practical, in fact, almost economic necessity for all-year use in many places in the house. The Chinese

novelty and Oriental designs are especially effective.

"Korsho Linoleum Rugs" are made in twenty-four rich designs, colored to harmonize with the furnishings and hangings of practically every room, and in two popular sizes, viz.: 6' x 9' and 9' x 12'. Each rug is packed separately in a stout carton so that it can be reshipped by a dealer without re-packing.

BLABON'S "FELTEX"

(NOT LINOLEUM)

AND "VAR-CLOTH"

"Feltex" is made upon a saturated felt paper base, and is superior in many ways to other somewhat similar fabrics, one of the most important improvements being that the surface retains its luster for a considerable period. It is not claimed that "Feltex" will give the same satisfactory service as well-made printed linoleum, and it is illegal to sell it or any other felt base floor covering as such. It does, however, possess equal or better wearing qualities than other products of the same order, which fact places it in a distinctive position among felt base floor coverings.

"Var-Cloth"—a glossy surfaced floor covering—is an inexpensive Blabon product of real merit which is continued in our 1921 line. This product is far superior to felt base goods, because it is more durable and will not tear, and it also possesses many advantages over the best of the old-fashioned floor oil cloth, inasmuch as it is considerably heavier, has a smoothly finished and glistening surface, and is more satisfactory in every way. "Var-Cloth" is made in fourteen patterns, 8/4 width only.

ILLEGAL TO SELL FELT PAPER FLOOR COVERINGS AS LINOLEUM

In an important ruling on May 27, 1919, the Federal Trade Commission held that floor coverings made of felt paper saturated with asphaltum, with a pattern painted upon the surface, are not linoleum, and that their sale under the name "Linoleum," "Felt Base Linoleum," "Enamelled Linoleum," "New Process Linoleum," etc., deceives and misleads the public, and hence is a violation of the Act of Congress approved September 26, 1914.

SAMPLE PAGES OF STOCK SHEET

The George W. Blabon Company
PHILADELPHIA, PA.



"Each Floor Make Household Center"

YEAR 1921
STOCK SHEET
of Linoleum and Kindred Products
(Issued Semi-Monthly)
Oct. 11, 1920

"Linoleum well displayed is half sold"
The secret of selling linoleum is to keep it before the public first, fast and oft the rest.

TRADE PROMOTION AND REGISTRATION DEPARTMENT
212 FIFTH AVENUE, NEW YORK CITY

Head Office of the Sales Department
212 FIFTH AVENUE, NEW YORK CITY

Trade Promotion and Registration Department
PHILADELPHIA, PA.

INLAID LINOLEUM

STOCK	LINE	8-4	8-4	8-4
1401	✓	301	✓	503
1402	✓	304	✓	505
1403	✓	305	✓	507
1404	✓	306	✓	509
1405	✓	309	✓	512
1407	✓	310	✓	514
1408	✓	311	✓	516
1410	✓	312	✓	518
1411	✓	320	✓	520
1412	✓	322	✓	522
1413	✓	324	✓	524
1415	✓	332	✓	526
1416	✓	334	✓	528
1418	✓	336	✓	530
1419	✓	342	✓	532
1420	✓	348	✓	534
1421	✓	350	✓	536
1422	✓	351	✓	538
1423	✓	352	✓	540
1424	✓	353	✓	541
1425	✓	354	✓	542
1426	✓	355	✓	543
1427	✓	356	✓	544
1428	✓	357	✓	545
1429	✓	358	✓	546
1430	✓	359	✓	547
1431	✓	360	✓	548
1432	✓	361	✓	549
1433	✓	362	✓	550
1434	✓	363	✓	551
1435	✓	364	✓	552
1436	✓	365	✓	553
1437	✓	366	✓	554
1438	✓	367	✓	555
1439	✓	368	✓	556
1440	✓	369	✓	557
1441	✓	370	✓	558
1442	✓	371	✓	559
1443	✓	372	✓	560
1444	✓	373	✓	561
1445	✓	374	✓	562
1446	✓	375	✓	563
1447	✓	376	✓	564
1448	✓	377	✓	565
1449	✓	378	✓	566
1450	✓	379	✓	567
1451	✓	380	✓	568
1452	✓	381	✓	569
1453	✓	382	✓	570
1454	✓	383	✓	571
1455	✓	384	✓	572
1456	✓	385	✓	573
1457	✓	386	✓	574
1458	✓	387	✓	575
1459	✓	388	✓	576
1460	✓	389	✓	577
1461	✓	390	✓	578
1462	✓	391	✓	579
1463	✓	392	✓	580
1464	✓	393	✓	581
1465	✓	394	✓	582
1466	✓	395	✓	583
1467	✓	396	✓	584
1468	✓	397	✓	585
1469	✓	398	✓	586
1470	✓	399	✓	587
1471	✓	400	✓	588
1472	✓	401	✓	589
1473	✓	402	✓	590
1474	✓	403	✓	591
1475	✓	404	✓	592
1476	✓	405	✓	593
1477	✓	406	✓	594
1478	✓	407	✓	595
1479	✓	408	✓	596
1480	✓	409	✓	597
1481	✓	410	✓	598
1482	✓	411	✓	599
1483	✓	412	✓	600
1484	✓	413	✓	601
1485	✓	414	✓	602
1486	✓	415	✓	603
1487	✓	416	✓	604
1488	✓	417	✓	605
1489	✓	418	✓	606
1490	✓	419	✓	607
1491	✓	420	✓	608
1492	✓	421	✓	609
1493	✓	422	✓	610
1494	✓	423	✓	611
1495	✓	424	✓	612
1496	✓	425	✓	613
1497	✓	426	✓	614
1498	✓	427	✓	615
1499	✓	428	✓	616
1500	✓	429	✓	617
1501	✓	430	✓	618
1502	✓	431	✓	619
1503	✓	432	✓	620
1504	✓	433	✓	621
1505	✓	434	✓	622
1506	✓	435	✓	623
1507	✓	436	✓	624
1508	✓	437	✓	625
1509	✓	438	✓	626
1510	✓	439	✓	627
1511	✓	440	✓	628
1512	✓	441	✓	629
1513	✓	442	✓	630
1514	✓	443	✓	631
1515	✓	444	✓	632
1516	✓	445	✓	633
1517	✓	446	✓	634
1518	✓	447	✓	635
1519	✓	448	✓	636
1520	✓	449	✓	637
1521	✓	450	✓	638
1522	✓	451	✓	639
1523	✓	452	✓	640
1524	✓	453	✓	641
1525	✓	454	✓	642
1526	✓	455	✓	643
1527	✓	456	✓	644
1528	✓	457	✓	645
1529	✓	458	✓	646
1530	✓	459	✓	647
1531	✓	460	✓	648
1532	✓	461	✓	649
1533	✓	462	✓	650
1534	✓	463	✓	651
1535	✓	464	✓	652
1536	✓	465	✓	653
1537	✓	466	✓	654
1538	✓	467	✓	655
1539	✓	468	✓	656
1540	✓	469	✓	657
1541	✓	470	✓	658
1542	✓	471	✓	659
1543	✓	472	✓	660
1544	✓	473	✓	661
1545	✓	474	✓	662
1546	✓	475	✓	663
1547	✓	476	✓	664
1548	✓	477	✓	665
1549	✓	478	✓	666
1550	✓	479	✓	667
1551	✓	480	✓	668
1552	✓	481	✓	669
1553	✓	482	✓	670
1554	✓	483	✓	671
1555	✓	484	✓	672
1556	✓	485	✓	673
1557	✓	486	✓	674
1558	✓	487	✓	675
1559	✓	488	✓	676
1560	✓	489	✓	677
1561	✓	490	✓	678
1562	✓	491	✓	679
1563	✓	492	✓	680
1564	✓	493	✓	681
1565	✓	494	✓	682
1566	✓	495	✓	683
1567	✓	496	✓	684
1568	✓	497	✓	685
1569	✓	498	✓	686
1570	✓	499	✓	687
1571	✓	500	✓	688
1572	✓	501	✓	689
1573	✓	502	✓	690
1574	✓	503	✓	691
1575	✓	504	✓	692
1576	✓	505	✓	693
1577	✓	506	✓	694
1578	✓	507	✓	695
1579	✓	508	✓	696
1580	✓	509	✓	697
1581	✓	510	✓	698
1582	✓	511	✓	699
1583	✓	512	✓	700
1584	✓	513	✓	701
1585	✓	514	✓	702
1586	✓	515	✓	703
1587	✓	516	✓	704
1588	✓	517	✓	705
1589	✓	518	✓	706
1590	✓	519	✓	707
1591	✓	520	✓	708
1592	✓	521	✓	709
1593	✓	522	✓	710
1594	✓	523	✓	711
1595	✓	524	✓	712
1596	✓	525	✓	713
1597	✓	526	✓	714
1598	✓	527	✓	715
1599	✓	528	✓	716
1600	✓	529	✓	717
1601	✓	530	✓	718
1602	✓	531	✓	719
1603	✓	532	✓	720
1604	✓	533	✓	721
1605	✓	534	✓	722
1606	✓	535	✓	723
1607	✓	536	✓	724
1608	✓	537	✓	725
1609	✓	538	✓	726
1610	✓	539	✓	727
1611	✓	540	✓	728
1612	✓	541	✓	729
1613	✓	542	✓	730
1614	✓	543	✓	731
1615	✓	544	✓	732
1616	✓	545	✓	733
1617	✓	546	✓	734
1618	✓	547	✓	735
1619	✓	548	✓	736
1620	✓	549	✓	737
1621	✓	550	✓	738
1622	✓	551	✓	739
1623	✓	552	✓	740
1624	✓	553	✓	741
1625	✓	554	✓	742
1626	✓	555	✓	743
1627	✓	556	✓	744
1628	✓	557	✓	745
1629	✓	558	✓	746
1630	✓	559	✓	747
1631	✓	560	✓	748
1632	✓	561	✓	749
1633	✓	562	✓	750
1634	✓	563	✓	751
1635	✓	564	✓	752
1636	✓	565	✓	753
1637	✓	566	✓	754
1638	✓	567	✓	755
1639	✓	568	✓	756
1640	✓	569	✓	757
1641	✓	570	✓	758
1642	✓	571	✓	759
1643	✓	572	✓	760
1644	✓	573	✓	761
1645	✓	574	✓	762
1646	✓	575	✓	763
1647	✓	576	✓	764
1648	✓	577	✓	765
1649	✓	578	✓	766
1650	✓	579	✓	767
1651	✓	580	✓	768
1652	✓	581	✓	769
1653	✓	582	✓	770
1654	✓	583	✓	771
1655	✓	584	✓	772
1656	✓	585	✓	773
1657	✓	586	✓	774
1658	✓	587	✓	775
1659	✓	588	✓	776
1660	✓	589	✓	777
1661	✓	590	✓	778
1662	✓	591	✓	779
1663	✓	592	✓	780
1664	✓	593	✓	781
1665	✓	594	✓	782
1666	✓	595	✓	783
1667	✓	596	✓	784
1668	✓	597	✓	785
1669	✓	598	✓	786
1670				

The Commission finds that the word, "linoleum," has a definite meaning, and may only properly be used to describe a floor covering composed of oxidized oil and gums intimately mixed with ground cork or wood flour, pressed on a suitable fabric back, usually burlap. The Commission further held that inasmuch as felt paper floor coverings are not linoleum, such products must not be described, advertised or sold as linoleum.

REMEMBER THIS ABOUT LINOLEUM

In inland linoleum the colors and patterns go clear through to the burlap back, and therefore wear as long as the goods last. This is also true of plain linoleum.

Printed linoleum is a plain brown linoleum with a pattern painted upon the surface. In time this surface decoration will naturally become obliterated by wear, but the linoleum itself will remain and give many years of service after the pattern has disappeared.

EVERY YARD GUARANTEED

There is nothing new or untried about Blabon's products, and they are generally recognized in the trade as quality merchandise. Only experienced workmen are employed at the great works which cover more than sixteen acres of ground and comprise fifty-six separate buildings. In addition, the company enjoys the distinction of being the only manufacturers of linoleum and kindred floor coverings in America who produce their own linseed oil, a process that insures an absolutely pure oil for use in its products. This advantage will be readily appreciated by those familiar with the details of linoleum making.

At the United States Centennial in Philadelphia in 1876, the Paris Exposition Universelle de 1878, the Sydney International Exposition in 1879, the World's Columbian Exposition in Chicago in 1893, and at the Panama-Pacific International Exposition in San Francisco in 1915, Blabon products were awarded the Gold Medal for their superior qualities and dependability. In the latter instance this was the highest award conferred upon any manufacturer of linoleum, either domestic or foreign, whose exhibit was confined exclusively to linoleum.

Merchants who handle the Blabon Line do so with the assurance that every yard of its products is guaranteed to give satisfaction.

The goods can be recommended with absolute safety because being free from defects they possess the greatest durability.

HOW TO GET RESULTS WITH THIS BOOK

The value of this book to the holder will be greatly enhanced if the same is used in conjunction with the regular semi-monthly Stock Sheet, also issued by The George W. Blabon Company, sample pages of which are illustrated on the preceding page. In event, for instance, of the house you represent not having in stock a particular pattern shown in this book for which a customer might wish to place an order, you simply refer to the Stock Sheet and see at a glance exactly what patterns are in stock at the factory at that time, as well as the future dates on which patterns not in stock will be available for shipment. With this information in hand you can make a definite promise for future delivery and thus frequently succeed in effecting a sale that otherwise might be lost.

The Stock Sheet referred to will be regularly sent upon request to any person in the United States identified with the floor covering business, *free of charge*, and if systematically used in connection with this book will certainly result in increased sales. Several thousand merchants who are already receiving the Stock Sheet have found it of material assistance in closing orders for linoleum.

In the illustrations appearing on the succeeding ten pages will be found several suggestions for linoleum patterns that are regarded as being especially suitable for covering the floors of the rooms in which they are placed. There are, of course, many other designs in the Blabon Line that are equally suitable for these and other floor areas.



An Attractive and Artistic Floor for the Living Room

Inlaid Linoleum, Pattern No. 574, used as a background for a fabric rug

Other Suitable Patterns

Inlaid Linoleum—1418, 1509, 156, 392, 408, 513, 542, 596, 611, 613.

Printed Linoleum—4478, 4594, 4642, 4658, 4664, 5300, 5307, 5406, 5464, 5468, 5486.

"Korsho" Linoleum Rugs—8017, 8019, 8034, 8041, 8043, 8045, 8047.



A Superb "Blabon Floor" for the Dining Room

Inlaid Linoleum, Pattern No. 162, shown in illustration, used in combination with a fabric rug

Other Suitable Patterns

Inlaid Linoleum—1418, 1509, 156, 180, 303, 324, 362, 504, 571, 574.

Printed Linoleum—4234, 4642, 4646, 4658, 4664, 5301, 5468, 5478, 5486, 5496.

"Korsho" Linoleum Rugs—8017, 8019, 8023, 8029, 8033, 8037, 8039, 8041.



New Carpet Effect in Inlaid Linoleum

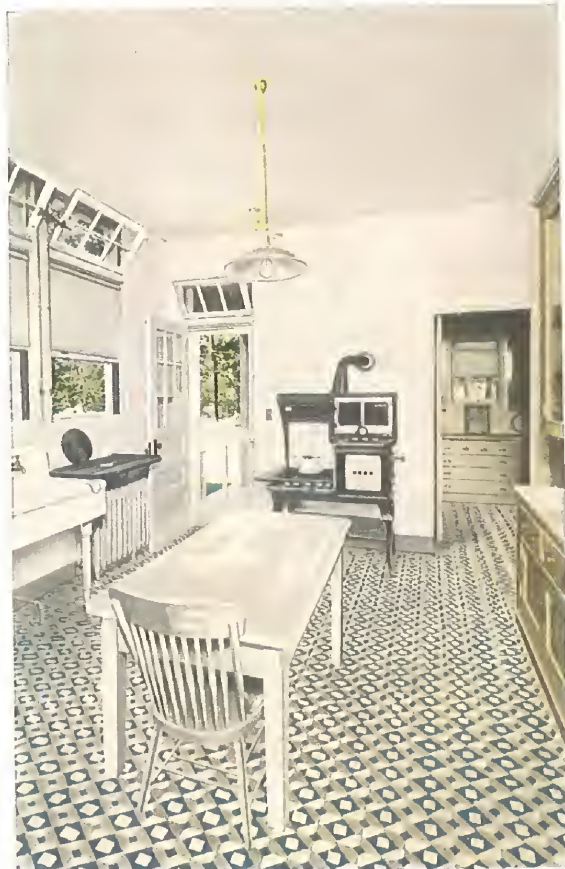
Carpet Inlaid, Pattern No. 606 shown
in illustration

Other Suitable Patterns

Inlaid Linoleum—161, 301, 322, 408, 504, 586, 594,
610, 612.

Printed Linoleum—4232, 4656, 4666, 5301, 5306,
5312, 5348, 5470, 5474, 5476,
5498, 5500, 5502, 1008.

“Korsho” Linoleum Rugs—8016, 8021, 8023, 8027,
8028, 8031, 8041, 8045.



Linoleum Floors are Easily Cleaned and Kept
Clean

Inlaid Linoleum, Pattern No. 394 shown
in illustration

Other Suitable Patterns

Inlaid Linoleum—1424, 1522, 112, 182, 305, 309,
383, 504, 507.

Printed Linoleum—4636, 4637, 4650, 4654, 4668,
5363, 5461, 5462, 5480, 5482.

“Korsho” Linoleum Rugs—8017, 8025, 8027, 8029,
8037, 8041.



Sanitary Floor for Butler's Pantry

Straight Line Inlaid Linoleum, Pattern
No. 1515 shown in illustration

Other Suitable Patterns

Inlaid Linoleum—1425, 113, 114, 305, 309, 349,
517, 522, 585.

Printed Linoleum—4508, 4524, 4596, 4640, 4664,
5308, 5346, 5364, 5404, 5490.



There is Nothing Better for the Laundry

Printed Linoleum, Pattern No. 4508
shown in illustration

Other Suitable Patterns

Inlaid Linoleum—1505, 105, 301, 373, 500, 509, 555,
557, 594.

Printed Linoleum—4475, 4637, 4640, 4658, 4661,
5362, 5437, 5450, 5472, 5482.



Cork Carpet Makes a Noiseless Floor for Libraries

Green Cork Carpet shown in illustration

Other Suggestions

"Invincible" Battleship in Brown or Green, or Plain Linoleum in Brown, Green or Gray, or Brown Cork Carpet

Patterns also Suitable

Inlaid Linoleum—111, 136, 156, 162, 309, 315, 316, 317, 352, 380, 408, 604, 611, 613.

For Small Libraries

Printed Linoleum—4640, 4642, 4650, 4658, 4664, 5344, 5363, 5465, 5468, 5490.



A Serviceable Floor of Battleship Linoleum

Brown "Invincible" Battleship Linoleum shown in illustration

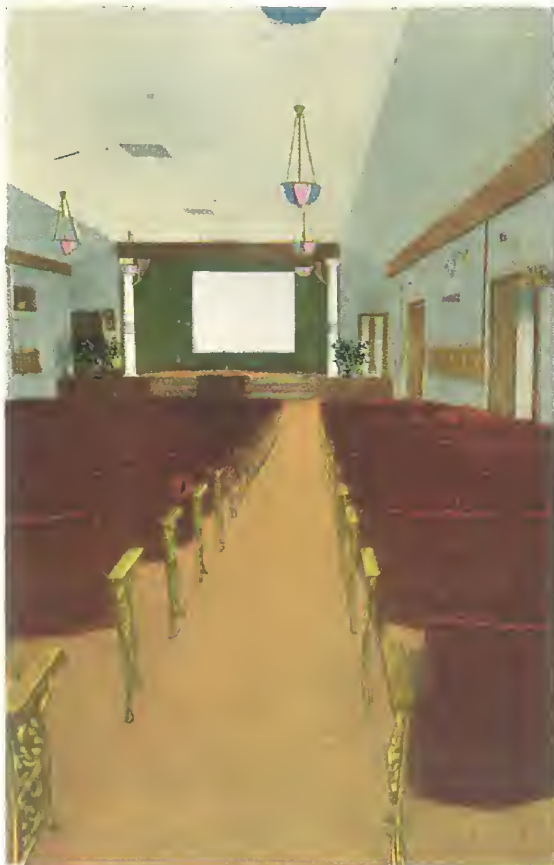
Other Suggestions

"Invincible" Battleship Green, or Plain Linoleum in Brown, Gray, Green or Terra Cotta

Patterns also suitable

Inlaid Linoleum—1507, 1508, 150, 164, 300, 304, 350, 352, 506, 509, 536.

Printed Linoleum—4509, 4598, 4640, 4642, 4650, 5308, 5344, 5392, 5435, 5488.



Plain Linoleum Stands the Wear in the Movies

Brown Plain Linoleum shown in illustration

Other Suggestions

"Invincible" Battleship in Brown or Green, or Plain Linoleum in Green, Gray or Terra Cotta

Patterns also Suitable

Inlaid Linoleum—1425, 162, 315, 316, 317, 334, 350, 374, 383, 409, 596.



A Large and Striking Tile Pattern

Inlaid Linoleum, Pattern No. 350 shown in illustration

Other Suggestions

"Invincible" Battleship in Brown, Gray or Terra Cotta, or Plain Linoleum in Brown, Green or Gray

Other Suitable Patterns

Inlaid Linoleum—161, 300, 301, 305, 316, 317, 324, 349, 352, 362, 380, 574.

Printed Linoleum—4242, 4300, 4475, 4508, 4596, 4637, 4640, 5308, 5404, 5480.

NUMERICAL LIST OF PATTERNS

Straight Line Inlaid C Grade

1401	1417
1402	1418
1403	1419
1410	1420
1411	1421
1412	1424
1416	1425

Straight Line Inlaid D Grade

1504	1514
1505	1515
1506	1522
1507	1526
1508	1527
1509	1528
1513	

A Grade Inlaid

105	156
111	161
112	162
113	163
114	164
136	169
140	171
142	175
146	180
150	182

B Grade Inlaid

300	339
301	342
303	349
304	350
305	352
306	356
308	357
309	362
310	373
311	374
312	380
313	382
314	383
320	388
322	392
324	393
332	394
334	398

Midvale Grade Inlaid

500	542
503	544
504	545
505	547
506	550
507	555
509	556
512	557
513	559
516	570
517	571
518	574
519	580
522	582
525	585
526	586
536	594
540	596

Continental Grade Inlaid

701	707
702	708
703	709
704	710
705	711
706	712

Granite Inlaid

315	316	317
-----	-----	-----

Carpet Inlaid B Grade

407	411
408	413
409	

Carpet Inlaid Midvale Grade

604	612
606	613
608	614
610	615
611	

NUMERICAL LIST OF PATTERNS

D Grade Printed

4232	4637
4234	4640
4240	4642
4242	4644
4300	4646
4475	4648
4476	4650
4478	4654
4508	4656
4509	4658
4524	4660
4532	4662
4572	4664
4576	4666
4592	4668
4594	1002
4596	1005
4598	1006
4631	1008
4636	

E Grade Printed

5300	5406
5301	5422
5303	5430
5304	5435
5305	5437
5306	5450
5307	5451
5308	5457
5311	5458
5312	5460
5313	5461
5341	5462
5344	5464
5346	5465
5348	5468
5362	5469
5363	5470
5364	5471
5365	5472
5366	5474
5367	5476
5370	5477
5375	5478
5392	5480
5395	5481
5404	5482

5484	5492
5486	5496
5488	5498
5490	5500
5491	5502

Passage and Stair E Grade

7000	7009
7002	7010
7008	7012

"Korsho Linoleum Rugs"

8016	8031
8017	8033
8018	8034
8019	8035
8020	8037
8021	8039
8023	8041
8024	8043
8025	8045
8027	8047
8028	8049
8029	8051

"Var-Cloth"

2000	2014
2001	2016
2003	2017
2004	2019
2006	2021
2007	2023
2011	2025

"Feltex"

3001	3054
3014	3055
3017	3056
3019	3057
3024	3058
3025	3060
3026	3062
3028	3064
3033	3066
3034	3068
3053	3069

Details as to the various widths in which each of the above patterns is made, appear in this book directly beneath the respective colored illustrations.

Details as to the various widths in which each of the above patterns is made, appear in this book directly beneath the respective colored illustrations.

STRAIGHT LINE INLAID C GRADE



Pattern No. 1401 C Grade Inlaid
8/4 Only



Pattern No. 1402 C Grade Inlaid
8/4 Only

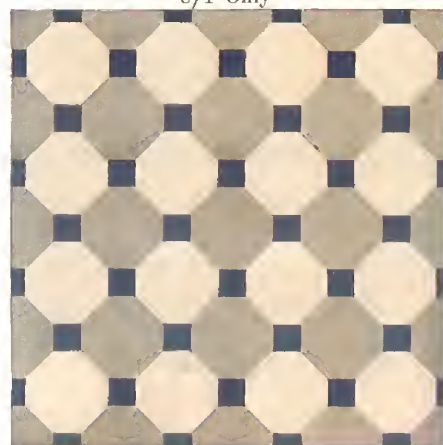


Pattern No. 1403 C Grade Inlaid
8/4 Only
Page 30

STRAIGHT LINE INLAID C GRADE



Pattern No. 1410 C Grade Inlaid
8/4 Only



Pattern No. 1411 C Grade Inlaid
8/4 Only



Pattern No. 1412 C Grade Inlaid
8/4 Only
Page 31

STRAIGHT LINE INLAID C GRADE



Pattern No. 1416 C Grade Inlaid
8/4 Only

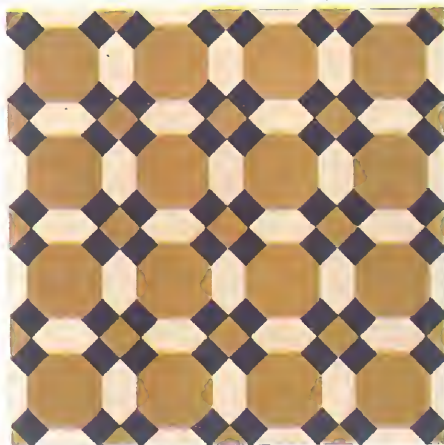


Pattern No. 1417 C Grade Inlaid
8/4 Only



Pattern No. 1418 C Grade Inlaid
8/4 Only

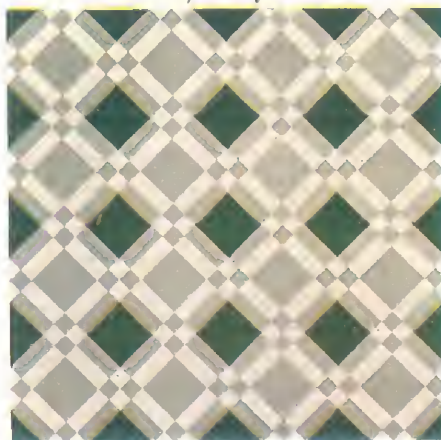
STRAIGHT LINE INLAID C GRADE



Pattern No. 1419 C Grade Inlaid
8/4 Only



Pattern No. 1420 C Grade Inlaid
8/4 Only



Pattern No. 1421 C Grade Inlaid
8/4 Only

STRAIGHT LINE INLAID C GRADE



Pattern No. 1424 C Grade Inlaid
8/4 Only



Pattern No. 1425 C Grade Inlaid 8/4 Only

STRAIGHT LINE INLAID D GRADE



Pattern No. 1504 D Grade Inlaid 8/4 Only

STRAIGHT LINE INLAID D GRADE



Pattern No. 1505 D Grade Inlaid
8/4 Only



Pattern No. 1506 D Grade Inlaid
8/4 Only



Pattern No. 1507 D Grade Inlaid
8/4 Only

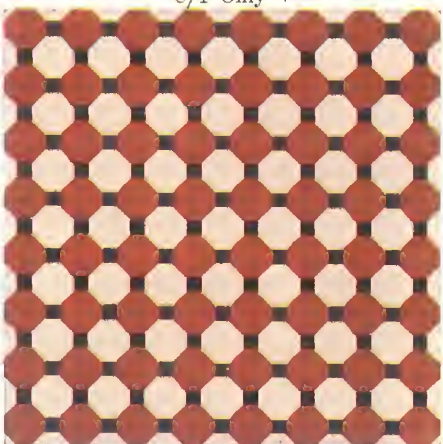
STRAIGHT LINE INLAID D GRADE



Pattern No. 1508 D Grade Inlaid
8/4 Only

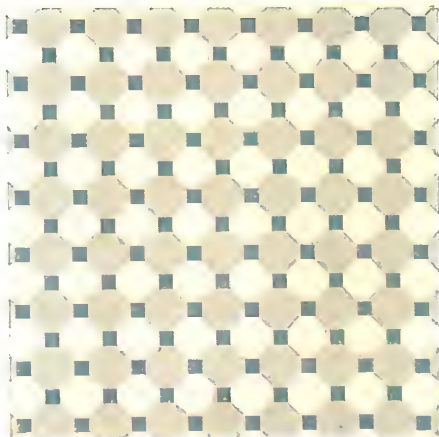


Pattern No. 1509 D Grade Inlaid
8/4 Only

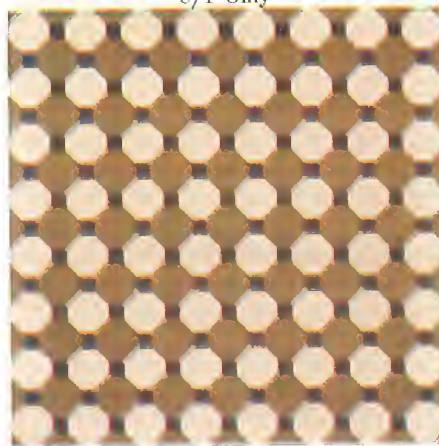


Pattern No. 1513 D Grade Inlaid
8/4 Only

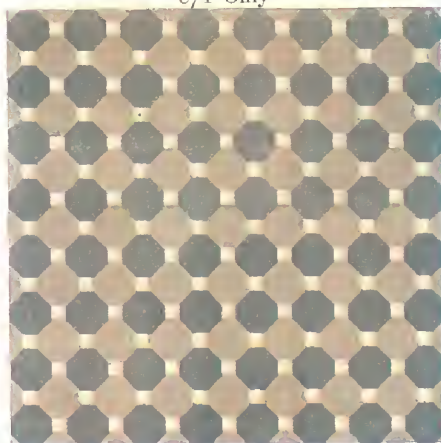
STRAIGHT LINE INLAID D GRADE



Pattern No. 1514 D Grade Inlaid
8/4 Only



Pattern No. 1515 D Grade Inlaid
8/4 Only



Pattern No. 1522 D Grade Inlaid
8/4 Only

STRAIGHT LINE INLAID D GRADE



Pattern No. 1526 D Grade Inlaid
8/4 Only



Pattern No. 1527 D Grade Inlaid
8/4 Only



Pattern No. 1528 D Grade Inlaid
8/4 Only

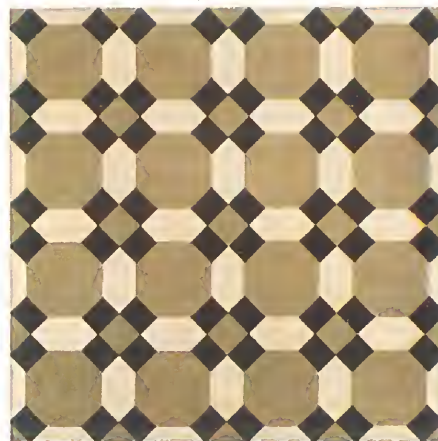
A GRADE INLAID



Pattern No. 105 A Grade Inlaid
8/4 Only



Pattern No. 111 A Grade Inlaid
8/4 Only



Pattern No. 112 A Grade Inlaid
8/4 Only

A GRADE INLAID



Pattern No. 113 A Grade Inlaid
S/4 Only

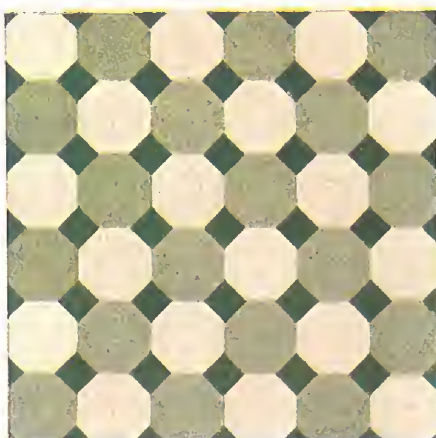


Pattern No. 114 A Grade Inlaid
S/4 Only

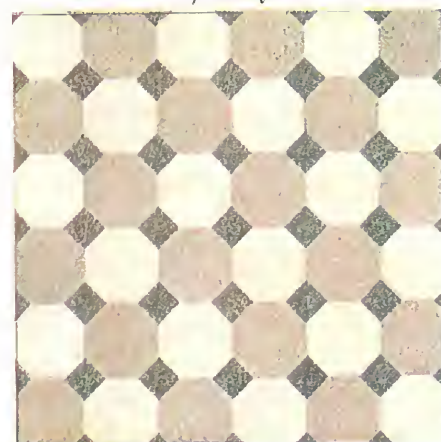


Pattern No. 136 A Grade Inlaid
S/4 Only

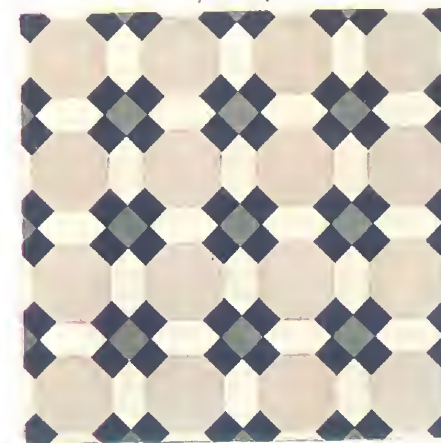
A GRADE INLAID



Pattern No. 140 A Grade Inlaid
S/4 Only



Pattern No. 142 A Grade Inlaid
S/4 Only



Pattern No. 146 A Grade Inlaid
S/4 Only

A GRADE INLAID



Pattern No. 150 A Grade Inlaid
8/4 Only



Pattern No. 156 A Grade Inlaid
8/4 Only

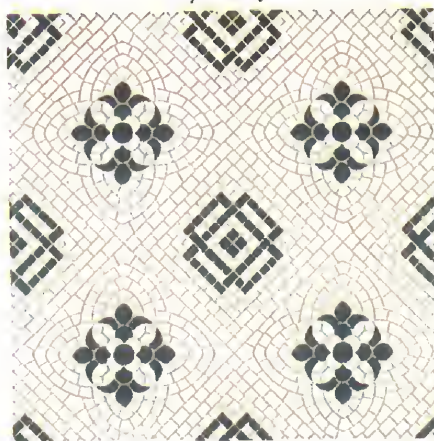


Pattern No. 161 A Grade Inlaid
8/4 Only

A GRADE INLAID



Pattern No. 162 A Grade Inlaid
8/4 Only



Pattern No. 163 A Grade Inlaid
8/4 Only



Pattern No. 164 A Grade Inlaid
8/4 Only

A GRADE INLAID



Pattern No. 169 A Grade Inlaid
8/4 Only



Pattern No. 171 A Grade Inlaid
8/4 Only



Pattern No. 175 A Grade Inlaid
8/4 Only

A GRADE INLAID



Pattern No. 180 A Grade Inlaid
8/4 Only



Pattern No. 182 A Grade Inlaid 8/4 Only

B GRADE INLAID



Pattern No. 300 B Grade Inlaid 8/4 Only

B GRADE INLAID



Pattern No. 301 B Grade Inlaid
8/4 Only



Pattern No. 303 B Grade Inlaid
8/4 Only



Pattern No. 304 B Grade Inlaid
8/4 Only

B GRADE INLAID



Pattern No. 305 B Grade Inlaid
8/4 Only



Pattern No. 306 B Grade Inlaid
8/4 Only



Pattern No. 308 B Grade Inlaid
8/4 Only

B GRADE INLAID



Pattern No. 309 B Grade Inlaid
8/4 Only



Pattern No. 310 B Grade Inlaid
8/4 Only

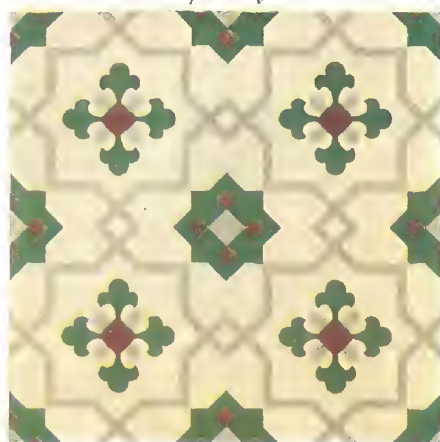


Pattern No. 311 B Grade Inlaid
8/4 Only

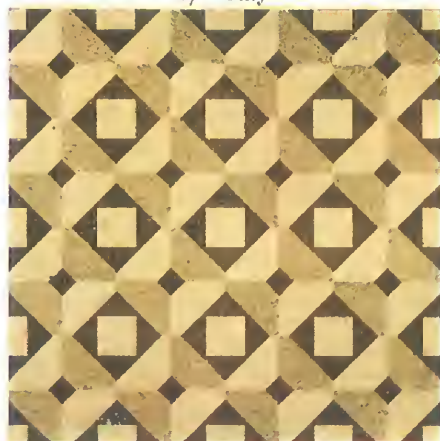
B GRADE INLAID



Pattern No. 312 B Grade Inlaid
8/4 Only



Pattern No. 313 B Grade Inlaid
8/4 Only

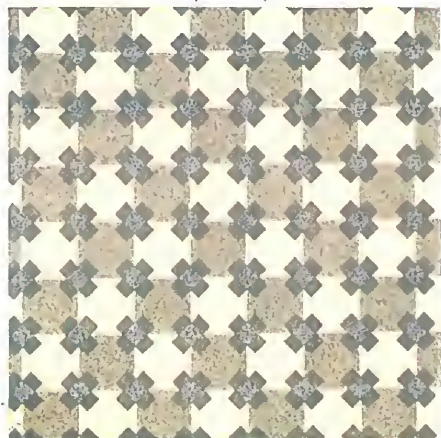


Pattern No. 314 B Grade Inlaid
8/4 Only

B GRADE INLAID



Pattern No. 320 B Grade Inlaid
8/4 Only



Pattern No. 322 B Grade Inlaid
8/4 Only



Pattern No. 324 B Grade Inlaid
8/4 Only

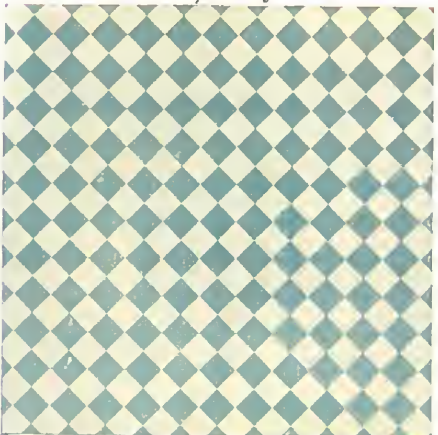
B GRADE INLAID



Pattern No. 332 B Grade Inlaid
8/4 Only

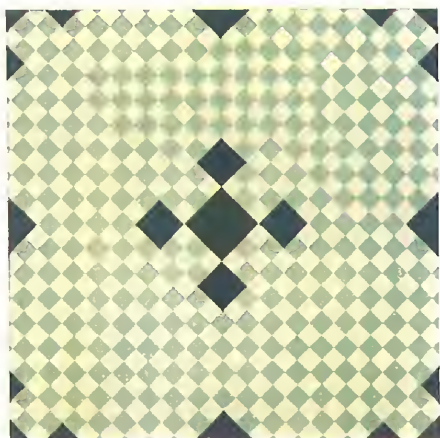


Pattern No. 334 B Grade Inlaid
8/4 Only



Pattern No. 339 B Grade Inlaid
8/4 Only

B GRADE INLAID



Pattern No. 342 B Grade Inlaid
S/4 Only



Pattern No. 349 B Grade Inlaid
S/4 Only



Pattern No. 350 B Grade Inlaid
S/4 Only

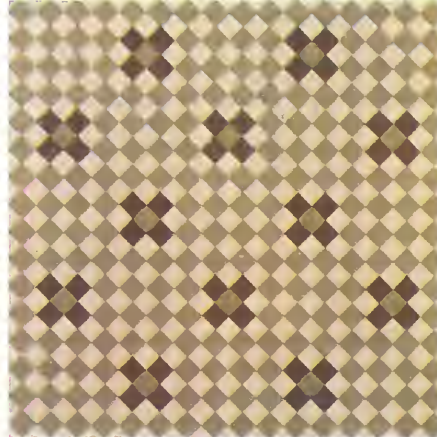
B GRADE INLAID



Pattern No. 352 B Grade Inlaid
S/4 Only



Pattern No. 356 B Grade Inlaid
S/4 Only

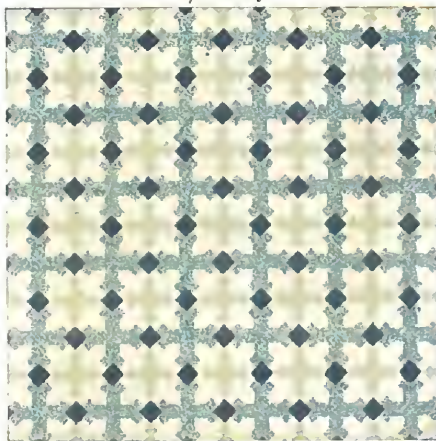


Pattern No. 357 B Grade Inlaid
S/4 Only

B GRADE INLAID



Pattern No. 362 B Grade Inlaid
8/4 Only



Pattern No. 373 B Grade Inlaid
8/4 Only



Pattern No. 374 B Grade Inlaid
8/4 Only

B GRADE INLAID



Pattern No. 380 B Grade Inlaid
8/4 Only



Pattern No. 382 B Grade Inlaid
8/4 Only



Pattern No. 383 B Grade Inlaid
8/4 Only

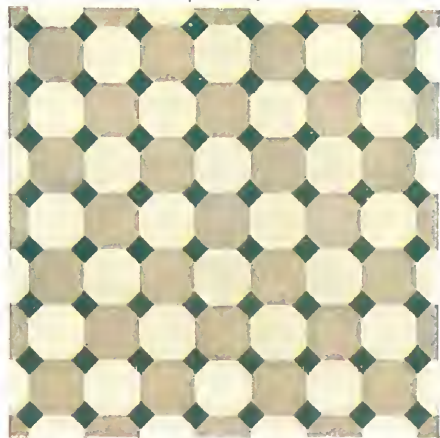
B GRADE INLAID



Pattern No. 388 B Grade Inlaid
8/4 Only

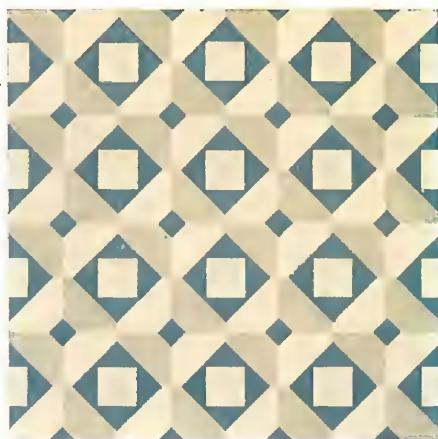


Pattern No. 392 B Grade Inlaid
8/4 Only

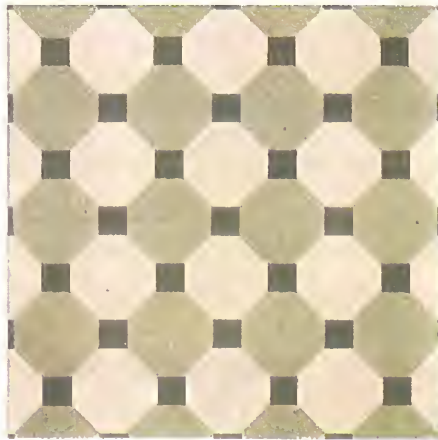


Pattern No. 393 B Grade Inlaid
8/4 Only

B GRADE INLAID



Pattern No. 394 B Grade Inlaid
8/4 Only



Pattern No. 398 B Grade Inlaid 8/4 Only

MIDVALE GRADE INLAID

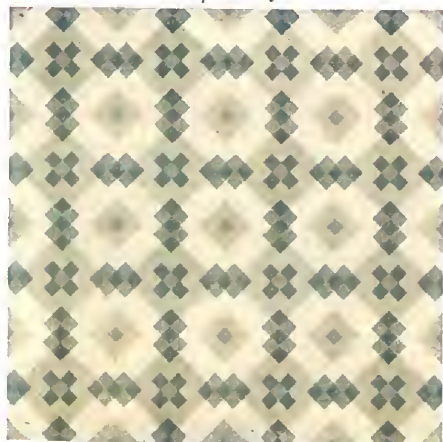


Pattern No. 500 Midvale Inlaid 8/4 Only

MIDVALE GRADE INLAID



Pattern No. 503 Midvale Inlaid
8/4 Only



Pattern No. 504 Midvale Inlaid
8/4 Only

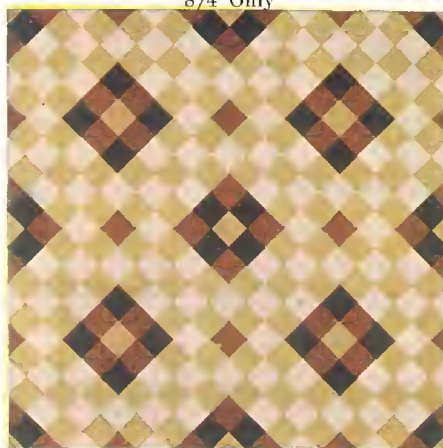


Pattern No. 505 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 506 Midvale Inlaid
8/4 Only



Pattern No. 507 Midvale Inlaid
8/4 Only



Pattern No. 509 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 512 Midvale Inlaid
8/4 Only

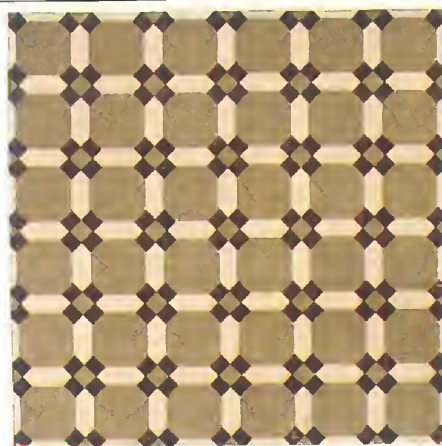


Pattern No. 513 Midvale Inlaid
8/4 Only



Pattern No. 516 Midvale Inlaid
8/4 Only

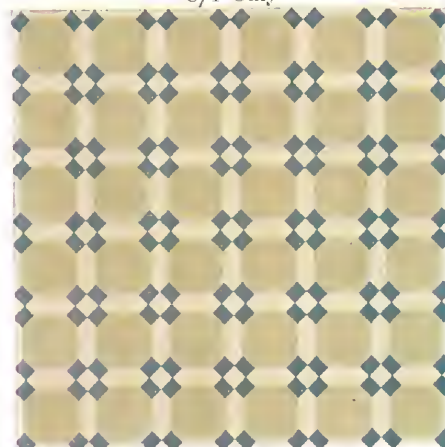
MIDVALE GRADE INLAID



Pattern No. 517 Midvale Inlaid
8/4 Only



Pattern No. 518 Midvale Inlaid
8/4 Only



Pattern No. 519 Midvale Inlaid
8/4 Only

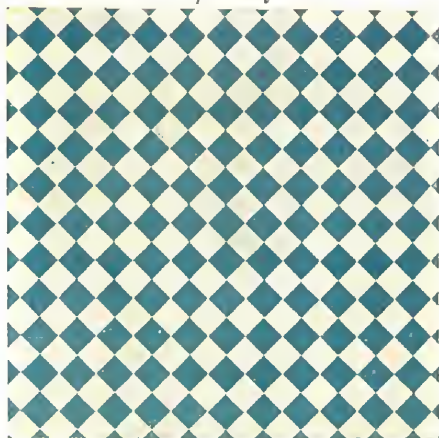
MIDVALE GRADE INLAID



Pattern No. 522 Midvale Inlaid
8/4 Only



Pattern No. 525 Midvale Inlaid
8/4 Only



Pattern No. 526 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 536 Midvale Inlaid
8/4 Only



Pattern No. 540 Midvale Inlaid
8/4 Only



Pattern No. 542 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 544 Midvale Inlaid
8/4 Only



Pattern No. 545 Midvale Inlaid
8/4 Only



Pattern No. 547 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 550 Midvale Inlaid
8/4 Only

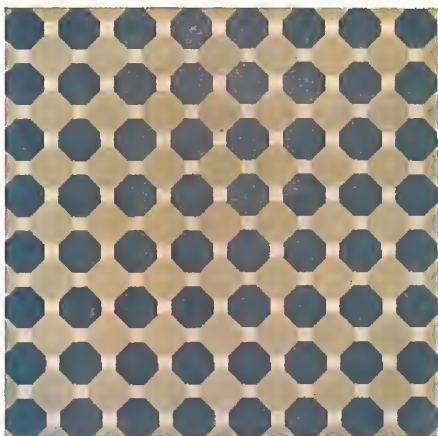


Pattern No. 555 Midvale Inlaid
8/4 Only

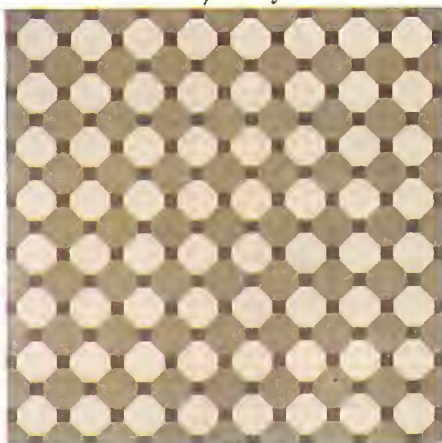


Pattern No. 556 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 557 Midvale Inlaid
8/4 Only

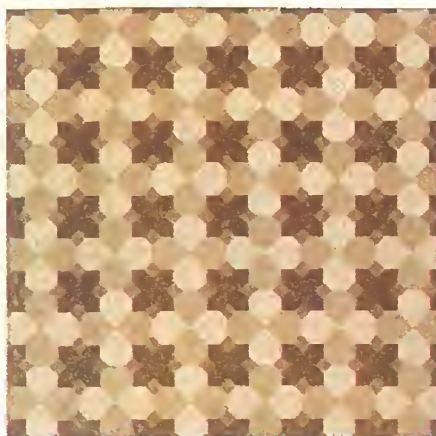


Pattern No. 559 Midvale Inlaid
8/4 Only



Pattern No. 570 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 571 Midvale Inlaid
8/4 Only

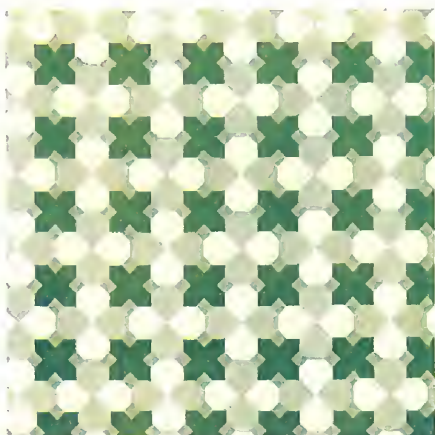


Pattern No. 574 Midvale Inlaid
8/4 Only



Pattern No. 580 Midvale Inlaid
8/4 Only

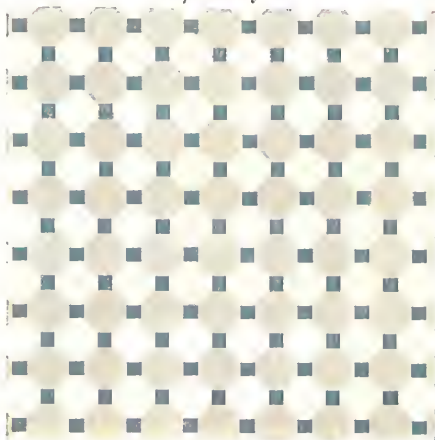
MIDVALE GRADE INLAID



Pattern No. 582 Midvale Inlaid
8/4 Only

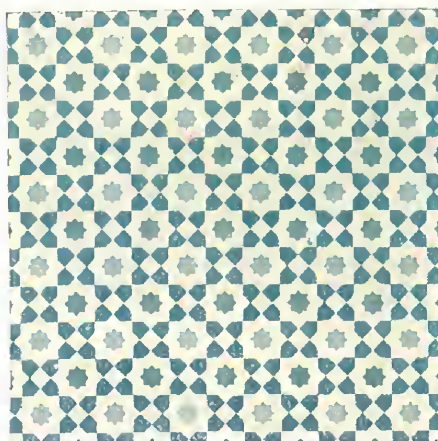


Pattern No. 585 Midvale Inlaid
8/4 Only

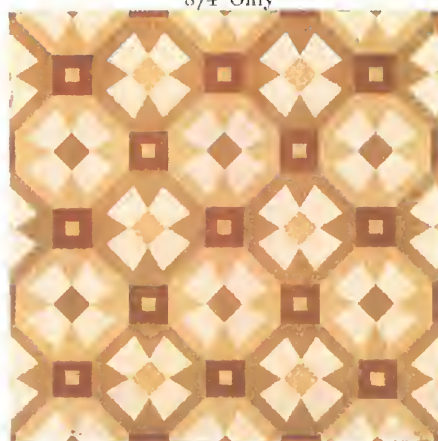


Pattern No. 586 Midvale Inlaid
8/4 Only

MIDVALE GRADE INLAID



Pattern No. 594 Midvale Inlaid
8/4 Only



Pattern No. 596 Midvale Inlaid 8/4 Only

CONTINENTAL GRADE INLAID



Pattern No. 701 Continental Inlaid 8/4 Only

CONTINENTAL GRADE INLAID



Pattern No. 702 Continental Inlaid
8/4 Only



Pattern No. 703 Continental Inlaid
8/4 Only



Pattern No. 704 Continental Inlaid
8/4 Only

CONTINENTAL GRADE INLAID



Pattern No. 705 Continental Inlaid
8/4 Only



Pattern No. 706 Continental Inlaid
8/4 Only



Pattern No. 707 Continental Inlaid
8/4 Only

CONTINENTAL GRADE INLAID



Pattern No. 708 Continental Inlaid
8/4 Only

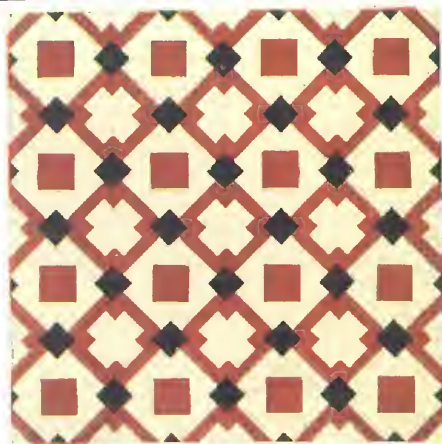


Pattern No. 709 Continental Inlaid
8/4 Only



Pattern No. 710 Continental Inlaid
8/4 Only

CONTINENTAL GRADE INLAID



Pattern No. 711 Continental Inlaid
8/4 Only



Pattern No. 712 Continental Inlaid 8/4 Only

GRANITE INLAID



Pattern No. 315 Granite Inlaid 8/4 Only

GRANITE INLAID



Pattern No. 316 Granite Inlaid 8/4 Only



Pattern No. 317 Granite Inlaid 8/4 Only

CORK CARPET



Brown Unpolished
Made in XX and X Quality 8/4 Only
Note—Made also in Terra Cotta

CORK CARPET



Brown Polished
Made in XX and X Quality
8/4 Only



Green Unpolished
Made in XX and X Quality
8/4 Only



Green Polished
Made in XX and X Quality 8/4 Only
Note—Made also in Terra Cotta

BATTLESHIP LINOLEUM



"Invincible Brand"

The pliability lasts in Blabon's Battleship Linoleum—"Invincible Brand"—because it is made with pure linseed oil. A tough, wear-resisting and flawlessly finished product that remains pliable and easy to handle. Made in Brown, Green, Gray, Blue and Terra Cotta. Gauges 6.35 M/M or 1/4" and 4.76 M/M or 3/16". 8/4 Only

PLAIN LINOLEUM



**Brown 8/4 and 16/4
Grades A, B, C, D and E**

Note—Made also in Blue and Terra Cotta

PLAIN LINOLEUM



**Gray 8/4 and 16/4
Grades A, B, C, D and E**



Green 8/4 and 16/4 Grades A, B, C, D and E
Note—Made also in Blue and Terra Cotta

CARPET INLAID B GRADE



Pattern No. 407 Carpet Inlaid B Grade 8/4 Only

CARPET INLAID B GRADE



Pattern No. 408 Carpet Inlaid B Grade
8/4 Only



Pattern No. 409 Carpet Inlaid B Grade
8/4 Only



Pattern No. 411 Carpet Inlaid B Grade
8/4 Only

CARPET INLAID B GRADE



Pattern No. 413 Carpet Inlaid B Grade
8/4 Only

CARPET INLAID MIDVALE GRADE



Pattern No. 604 Carpet Inlaid Midvale 8/4 Only



Pattern No. 606 Carpet Inlaid Midvale 8/4 Only



Pattern No. 608 Carpet Inlaid Midvale
8/4 Only



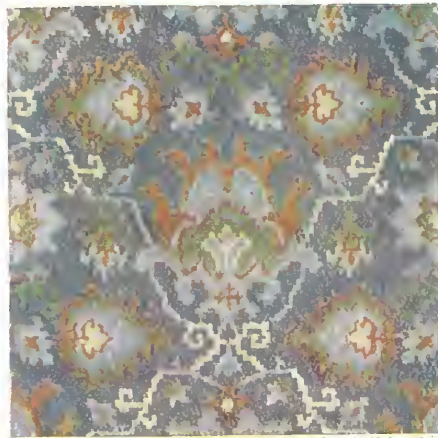
Pattern No. 610 Carpet Inlaid Midvale
8/4 Only



Pattern No. 611 Carpet Inlaid Midvale
8/4 Only



Pattern No. 612 Carpet Inlaid Midvale
8/4 Only



Pattern No. 613 Carpet Inlaid Midvale
8/4 Only

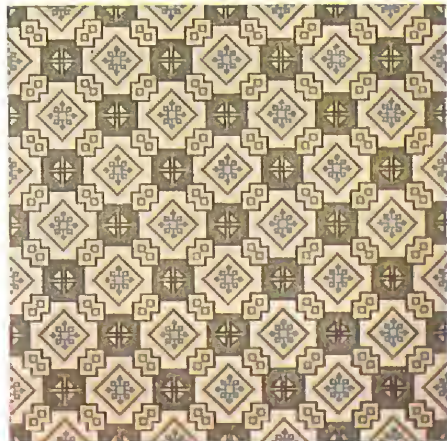


Pattern No. 614 Carpet Inlaid Midvale
8/4 Only



Pattern No. 615 Carpet Inlaid Midvale
8/4 Only

D GRADE PRINTED



Pattern No. 4232 D Grade Printed 8/4 and 16/4



Pattern No. 4234 D Grade Printed 8/4 and 16/4



Pattern No. 4240 D Grade Printed
8/4 and 10/4



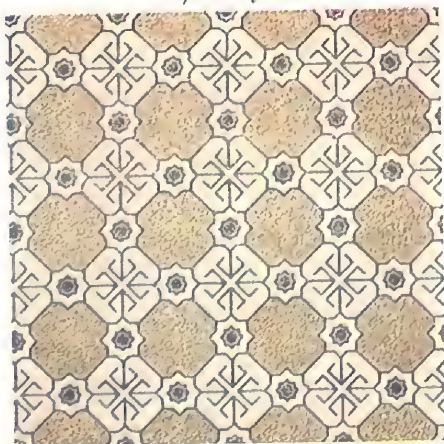
Pattern No. 4242 D Grade Printed
8/4 and 16/4



Pattern No. 4300 D Grade Printed
8/4 and 16/4



Pattern No. 4475 D Grade Printed
8/4 Only



Pattern No. 4476 D Grade Printed
8/4 and 16/4



Pattern No. 4478 D Grade Printed
8/4 and 16/4



Pattern No. 4508 D Grade Printed
8/4 and 16/4



Pattern No. 4509 D Grade Printed
8/4 and 16/4



Pattern No. 4524 D Grade Printed
8/4 and 16/4

D GRADE PRINTED



Pattern No. 4532 D Grade Printed
8/4, 10/4 and 16/4



Pattern No. 4572 D Grade Printed
8/4 and 16/4



Pattern No. 4576 D Grade Printed
8/4 and 16/4
Page 86

D GRADE PRINTED



Pattern No. 4592 D Grade Printed
8/4 Only



Pattern No. 4594 D Grade Printed
8/4 and 16/4



Pattern No. 4596 D Grade Printed
8/4 and 16/4
Page 87

D GRADE PRINTED



Pattern No. 4598 D Grade Printed
8/4 and 16/4



Pattern No. 4631 D Grade Printed
8/4 Only

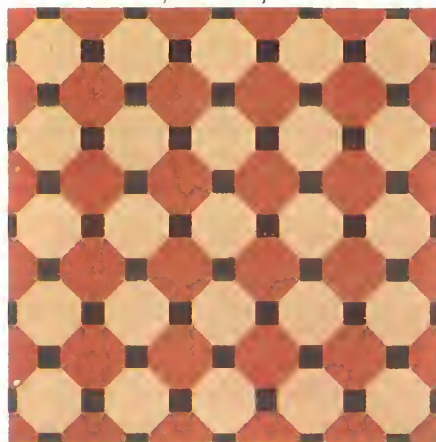


Pattern No. 4636 D Grade Printed
8/4 and 16/4

D GRADE PRINTED



Pattern No. 4637 D Grade Printed
8/4 and 16/4

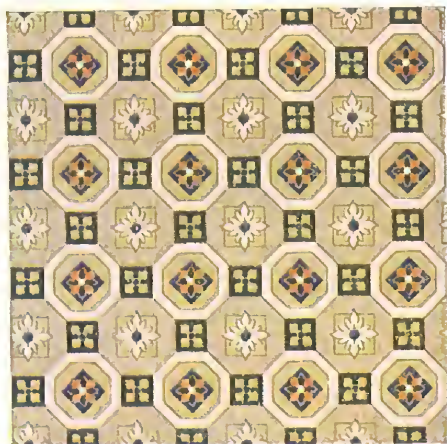


Pattern No. 4640 D Grade Printed
8/4 and 16/4



Pattern No. 4642 D Grade Printed
8/4 and 16/4

D GRADE PRINTED



Pattern No. 4644 D Grade Printed
8/4 Only



Pattern No. 4646 D Grade Printed
8/4 and 16/4



Pattern No. 4648 D Grade Printed
8/4 Only
Page 90

D GRADE PRINTED



Pattern No. 4650 D Grade Printed
8/4 and 16/4



Pattern No. 4654 D Grade Printed
8/4 and 16/4



Pattern No. 4656 D Grade Printed
8/4 Only
Page 91

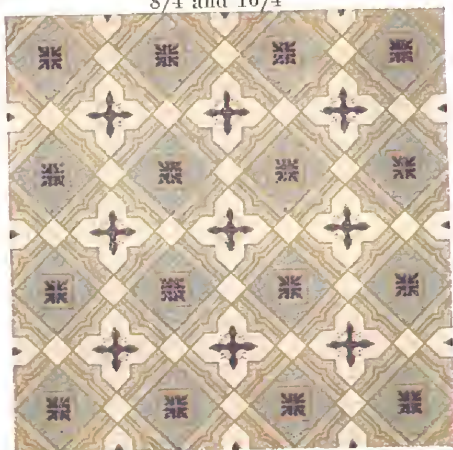
D GRADE PRINTED



Pattern No. 4658 D Grade Printed
8/4 and 16/4



Pattern No. 4660 D Grade Printed
8/4 and 16/4



Pattern No. 4662 D Grade Printed
8/4 and 16/4

D GRADE PRINTED



Pattern No. 4664 D Grade Printed
8/4 Only



Pattern No. 4666 D Grade Printed
8/4 Only

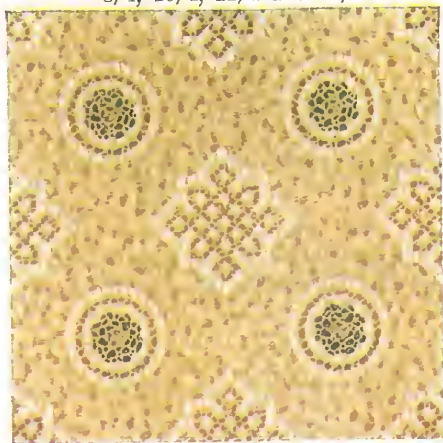


Pattern No. 4668 D Grade Printed
8/4 and 16/4

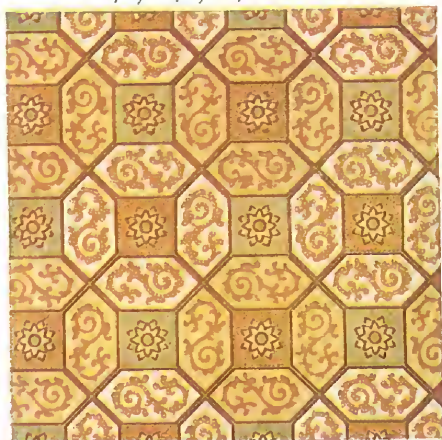
D GRADE PRINTED



Pattern No. 1002 D Grade Printed
8/4, 10/4, 12/4 and 16/4



Pattern No. 1005 D Grade Printed
8/4, 10/4, 12/4 and 16/4



Pattern No. 1006 D Grade Printed
8/4, 10/4, 12/4 and 16/4

D GRADE PRINTED

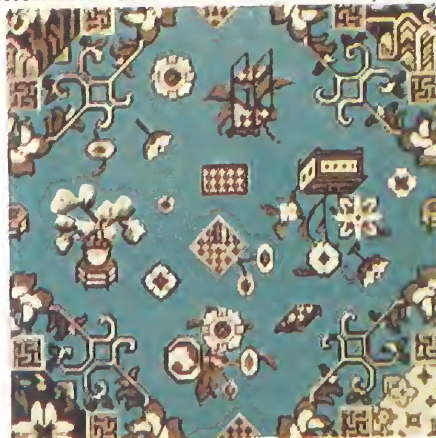


Pattern No. 1008 D Grade Printed
8/4, 10/4, 12/4 and 16/4

E GRADE PRINTED

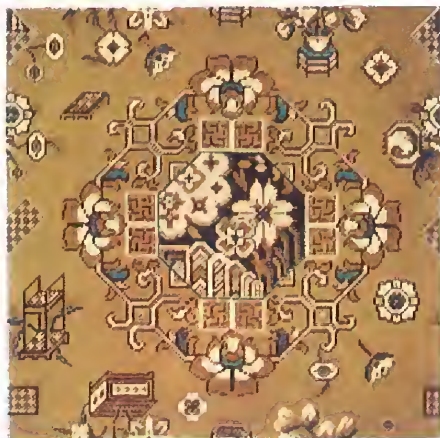


Pattern No. 5300 E Grade Printed 8/4 and 16/4

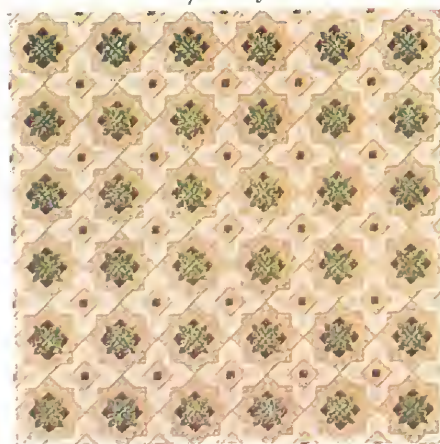


Pattern No. 5301 E Grade Printed 8/4 Only

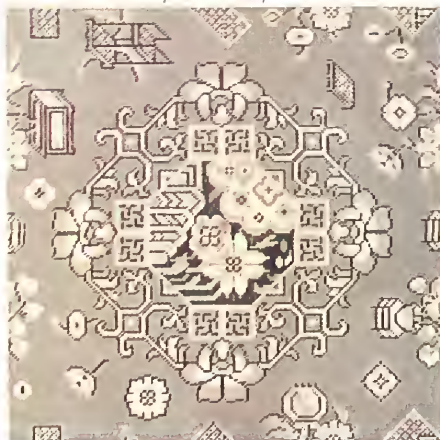
E GRADE PRINTED



Pattern No. 5303 E Grade Printed
8/4 Only

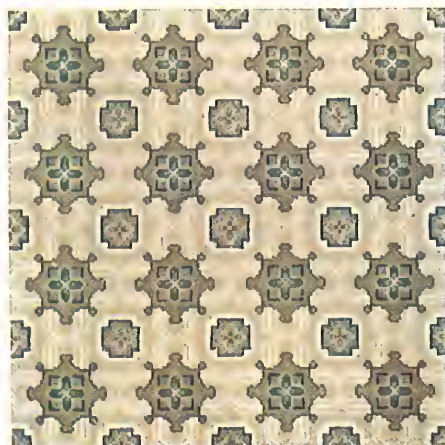


Pattern No. 5304 E Grade Printed
8/1 and 16/4



Pattern No. 5305 E Grade Printed
8/4 Only

E GRADE PRINTED



Pattern No. 5306 E Grade Printed
8/4 Only



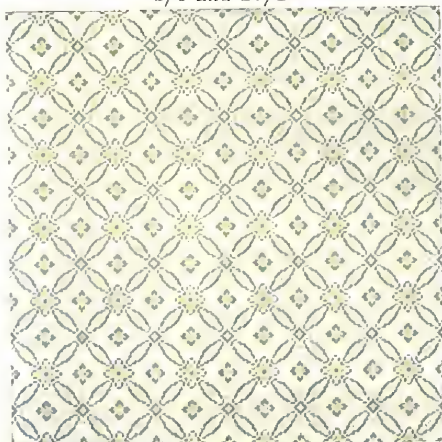
Pattern No. 5307 E Grade Printed
8/4 and 16/4



Pattern No. 5308 E Grade Printed
8/4 Only



Pattern No. 5311 E Grade Printed
8/4 and 16/4



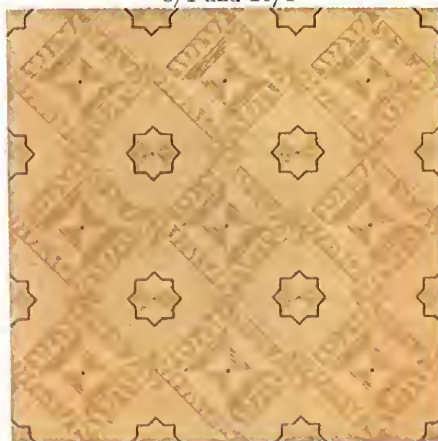
Pattern No. 5312 E Grade Printed
8/4 Only



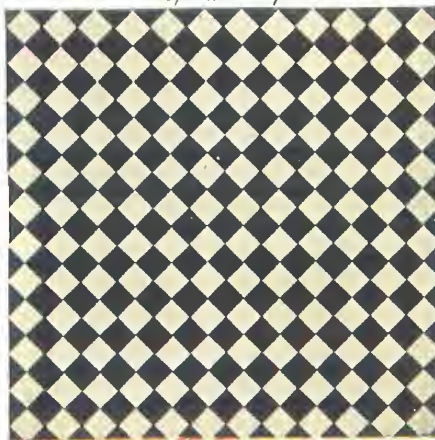
Pattern No. 5313 E Grade Printed
8/4 and 16/4



Pattern No. 5341 E Grade Printed
8/4 and 16/4



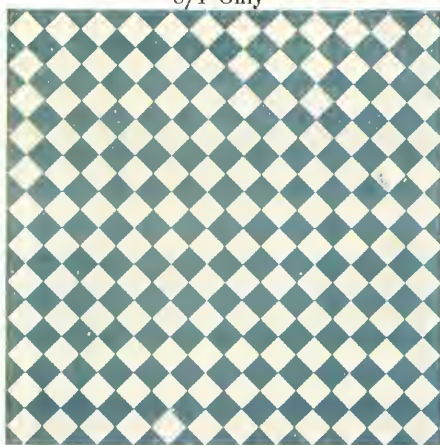
Pattern No. 5344 E Grade Printed
8/4 and 16/4



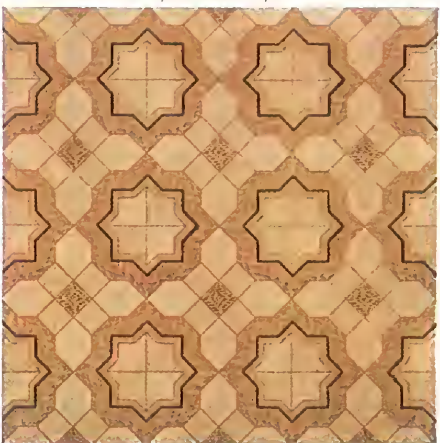
Pattern No. 5346 E Grade Printed
8/4 Only



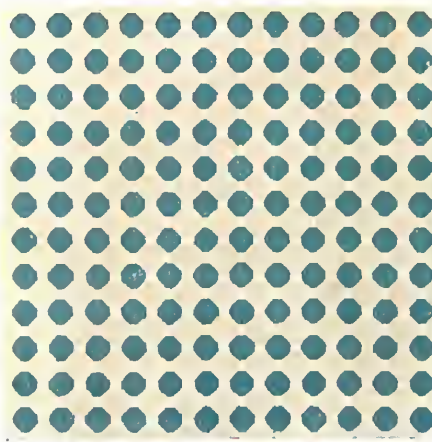
Pattern No. 5348 E Grade Printed
8/4 Only



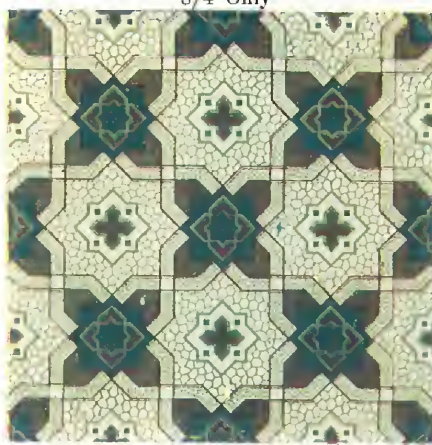
Pattern No. 5362 E Grade Printed
8/4 and 10/4



Pattern No. 5363 E Grade Printed
8/4 Only



Pattern No. 5364 E Grade Printed
8/4 Only



Pattern No. 5365 E Grade Printed
8/4 Only



Pattern No. 5366 E Grade Printed
8/4 Only

E GRADE PRINTED



Pattern No. 5367 E Grade Printed
8/4 and 16/4



Pattern No. 5370 E Grade Printed
8/4 and 16/4



Pattern No. 5375 E Grade Printed
8/4 Only

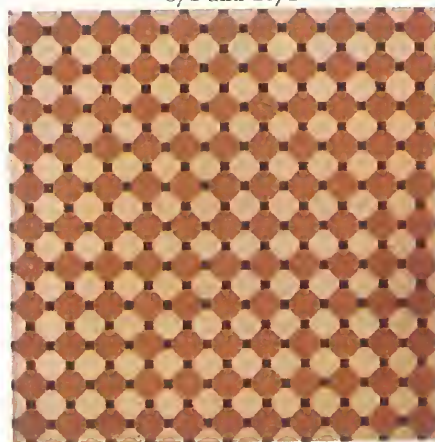
E GRADE PRINTED



Pattern No. 5392 E Grade Printed
8/4 and 16/4



Pattern No. 5395 E Grade Printed
8/4 and 16/4

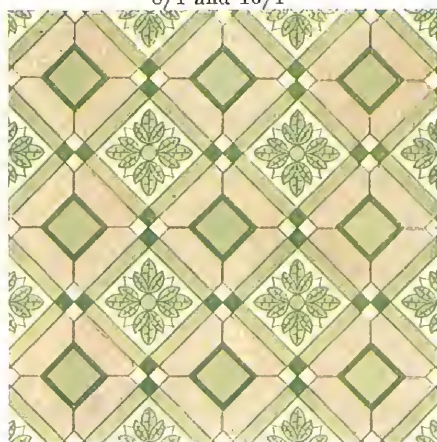


Pattern No. 5404 E Grade Printed
8/4 Only

E GRADE PRINTED



Pattern No. 5406 E Grade Printed
8/4 and 16/4



Pattern No. 5422 E Grade Printed
8/4 Only

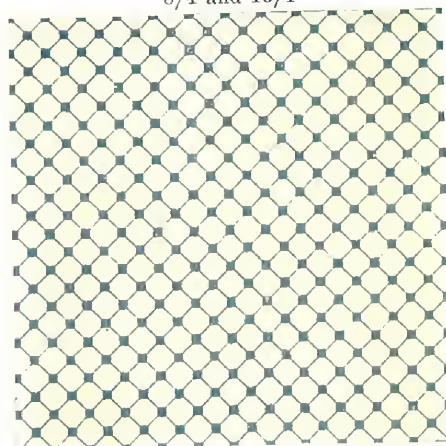


Pattern No. 5430 E Grade Printed
8/4 Only

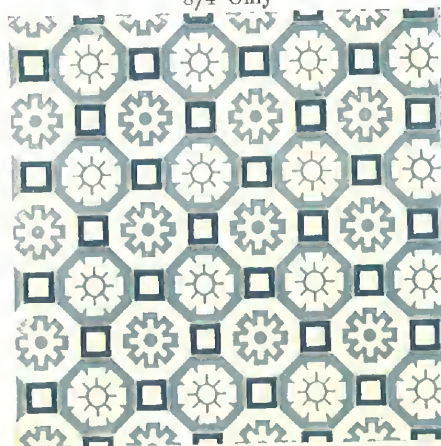
E GRADE PRINTED



Pattern No. 5435 E Grade Printed
8/4 and 16/4



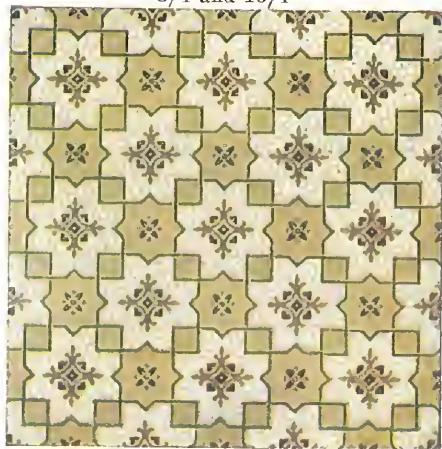
Pattern No. 5437 E Grade Printed
8/4 Only



Pattern No. 5450 E Grade Printed
8/4 and 16/4



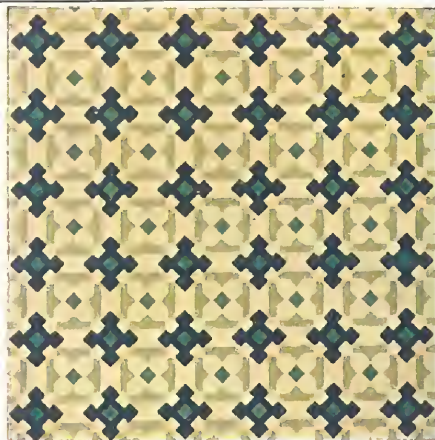
Pattern No. 5451 E Grade Printed
8/4 and 16/4



Pattern No. 5457 E Grade Printed
8/4 and 16/4



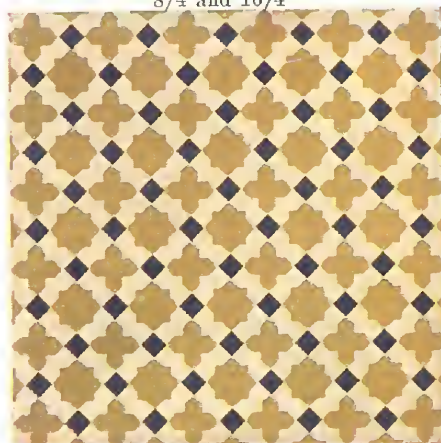
Pattern No. 5458 E Grade Printed
8/4 and 16/4



Pattern No. 5460 E Grade Printed
8/4 Only



Pattern No. 5461 E Grade Printed
8/4 and 16/4



Pattern No. 5462 E Grade Printed
8/4 and 16/4



Pattern No. 5464 E Grade Printed
8/4 and 16/4



Pattern No. 5465 E Grade Printed
8/4 Only



Pattern No. 5468 E Grade Printed
8/4 and 16/4



Pattern No. 5469 E Grade Printed
8/4 Only

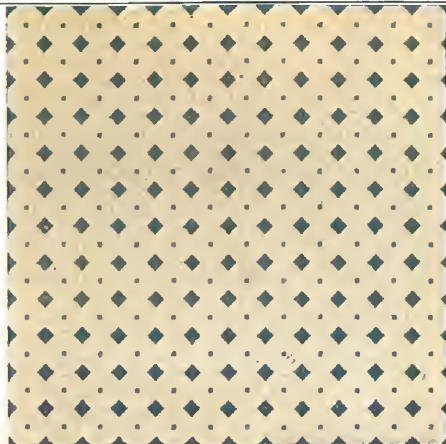


Pattern No. 5470 E Grade Printed
8/4 Only



Pattern No. 5471 E Grade Printed
8/4 and 16/4

E GRADE PRINTED



Pattern No. 5472 E Grade Printed
8/4 Only



Pattern No. 5474 E Grade Printed
8/4 Only

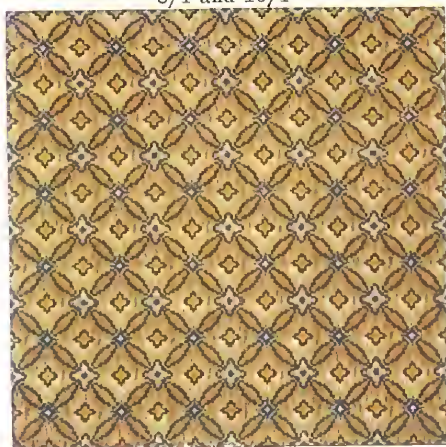


Pattern No. 5476 E Grade Printed
8/4 and 16/4

E GRADE PRINTED



Pattern No. 5477 E Grade Printed
8/4 and 16/4



Pattern No. 5478 E Grade Printed
8/4 and 16/4



Pattern No. 5480 E Grade Printed
8/4 and 16/4



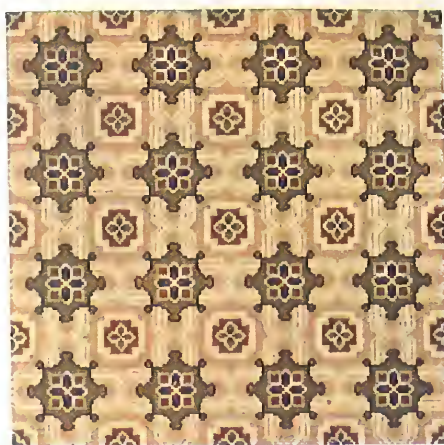
Pattern No. 5481 E Grade Printed
8/4 and 16/4



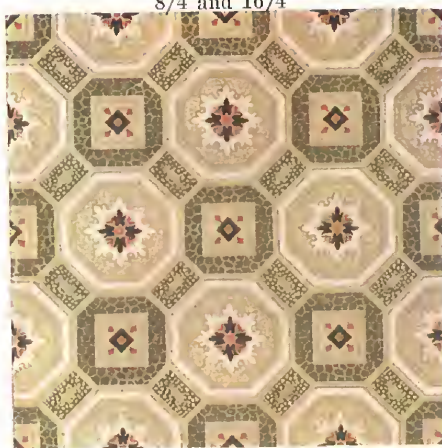
Pattern No. 5482 E Grade Printed
8/4 and 16/4



Pattern No. 5484 E Grade Printed
8/4 and 16/4



Pattern No. 5486 E Grade Printed
8/4 and 16/4



Pattern No. 5488 E Grade Printed
8/4 and 16/4



Pattern No. 5490 E Grade Printed
8/4 Only



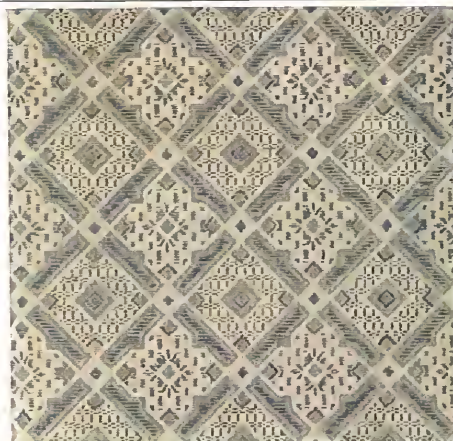
Pattern No. 5491 E Grade Printed
8/4 and 16/4



Pattern No. 5492 E Grade Printed
8/4 Only



Pattern No. 5496 E Grade Printed
8/4 Only



Pattern No. 5498 E Grade Printed
8/4 and 16/4



Pattern No. 5500 E Grade Printed
8/4 Only



Pattern No. 5502 E Grade Printed
8/4 Only



Pattern No. 7000 E Grade Passage
5/8 and 3/4



Pattern No. 7002 E Grade Passage
5/8 and 3/4



Pattern No. 7008 E Grade Passage
2/4, 5/8, 3/4 and 4/4



Pattern No. 7009 E Grade Passage
2/4, 5/8, 3/4 and 4/4



Pattern No. 7010 E Grade Stair
5/8 and 3/4



Pattern No. 7012 E Grade Stair
5/8 and 3/4



Pattern No. 8016 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8017 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8018 Korsho Linoleum Rugs
6' x 9', 9' x 12'



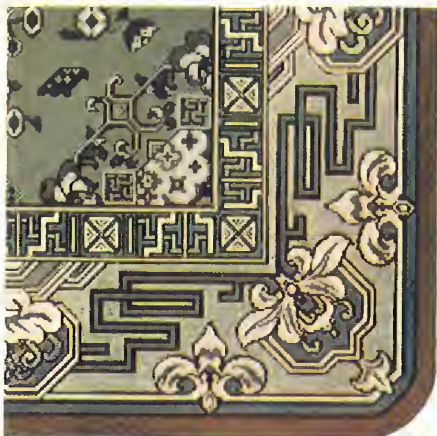
Pattern No. 8019 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8020 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8021 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8023 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8024 Korsho Linoleum Rugs
6' x 9', 9' x 12'



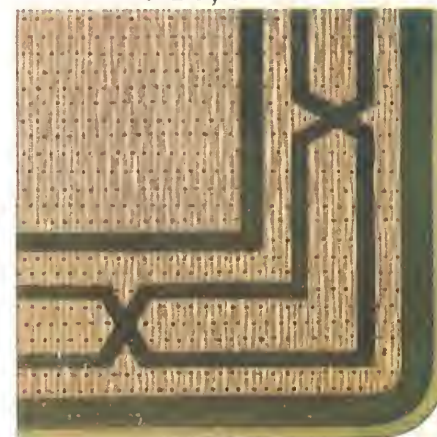
Pattern No. 8025 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8027 Korsho Linoleum Rugs
6' x 9', 9' x 12'



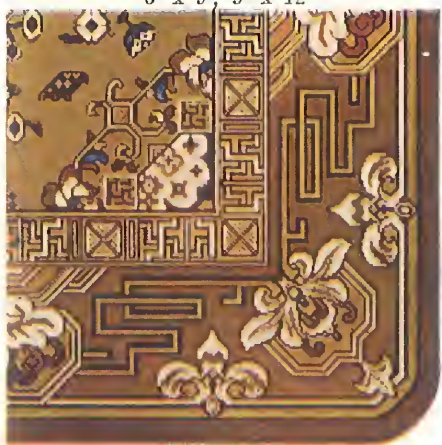
Pattern No. 8028 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8029 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8031 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8033 Korsho Linoleum Rugs
6' x 9', 9' x 12'



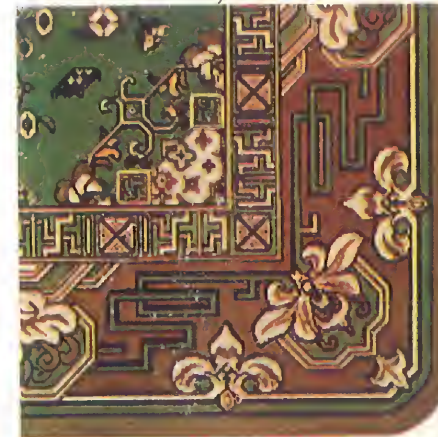
Pattern No. 8034 Korsho Linoleum Rugs
6' x 9', 9' x 12'



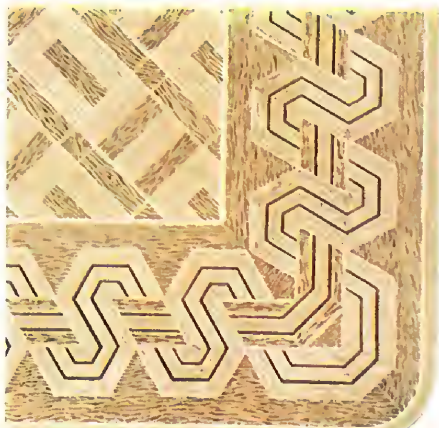
Pattern No. 8035 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8037 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8039 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8041 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8043 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8045 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8047 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8049 Korsho Linoleum Rugs
6' x 9', 9' x 12'



Pattern No. 8051 Korsho Linoleum Rugs
6' x 9', 9' x 12'

CORK BATH MAT



Brown

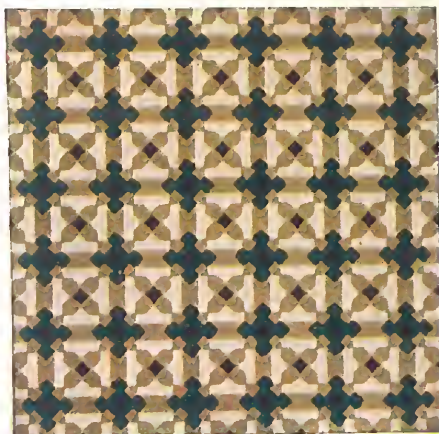
18" x 18", 18" x 27", 18" x 54", and 24" x 36"

VAR-CLOTH



Pattern No. 2000 Var-Cloth 8/4 Only

VAR-CLOTH



Pattern No. 2001 Var-Cloth
8/4 Only

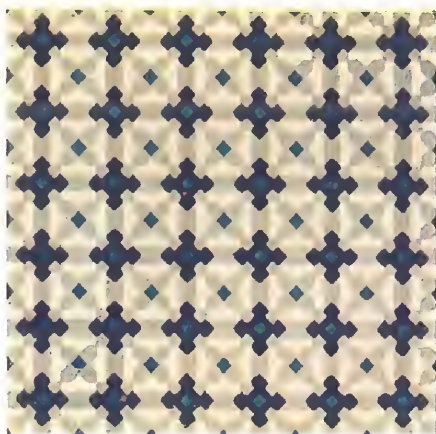


Pattern No. 2003 Var-Cloth
8/4 Only



Pattern No. 2004 Var-Cloth
8/4 Only

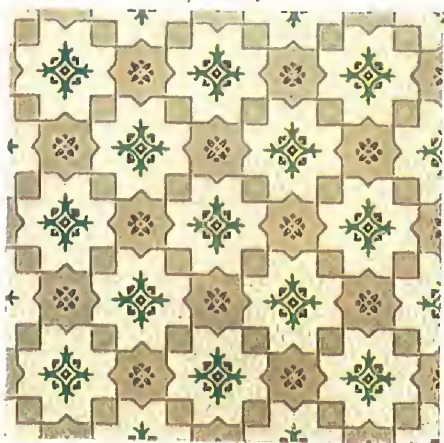
VAR-CLOTH



Pattern No. 2006 Var-Cloth
8/4 Only



Pattern No. 2007 Var-Cloth
8/4 Only



Pattern No. 2011 Var-Cloth
8/4 Only

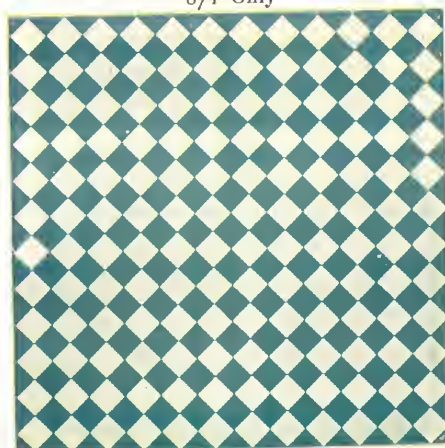
VAR-CLOTH



Pattern No. 2014 Var-Cloth
8/4 Only

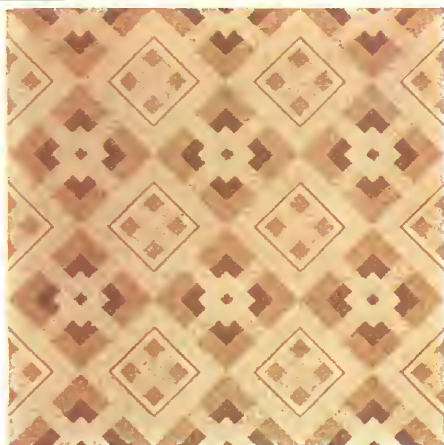


Pattern No. 2016 Var-Cloth
8/4 Only



Pattern No. 2017 Var-Cloth
8/4 Only

VAR-CLOTH



Pattern No. 2019 Var-Cloth
8/4 Only



Pattern No. 2021 Var-Cloth
8/4 Only



Pattern No. 2023 Var-Cloth
8/4 Only

VAR-CLOTH



Pattern No. 2025 Var-Cloth
8/4 Only

FELTEX

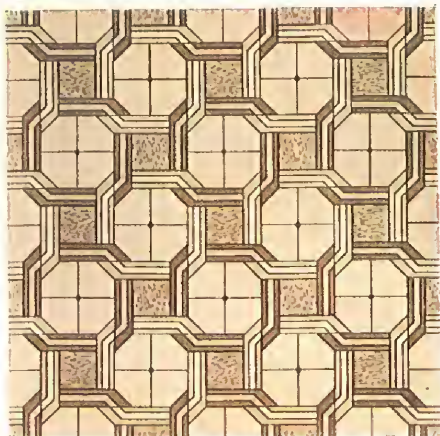


Pattern No. 3001 Feltex 8/4 Only



Pattern No. 3014 Feltex 8/4 Only

FELTEX



Pattern No. 3017 Feltex
8/4 Only



Pattern No. 3019 Feltex
8/4 Only

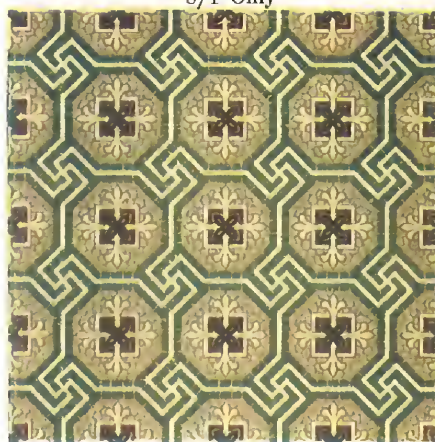


Pattern No. 3024 Feltex
8/4 Only

FELTEX



Pattern No. 3025 Feltex
8/4 Only

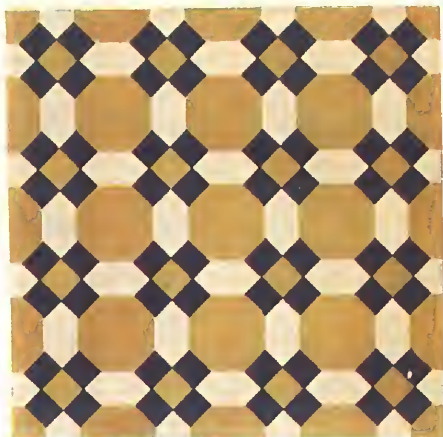


Pattern No. 3026 Feltex
8/4 Only



Pattern No. 3028 Feltex
8/4 Only

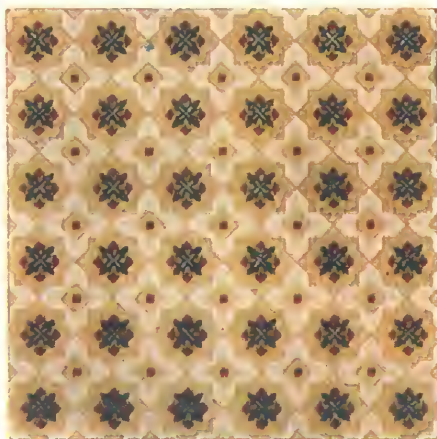
FELTEX



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8/4 Only

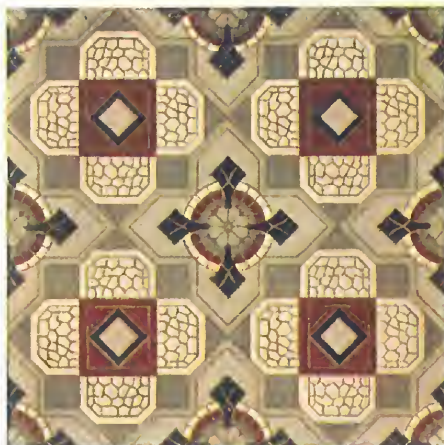


Pattern No. 3034 Feltex
8/4 Only



Pattern No. 3053 Feltex
8/4 Only

FELTEX



Pattern No. 3054 Feltex
8/4 Only



Pattern No. 3055 Feltex
8/4 Only

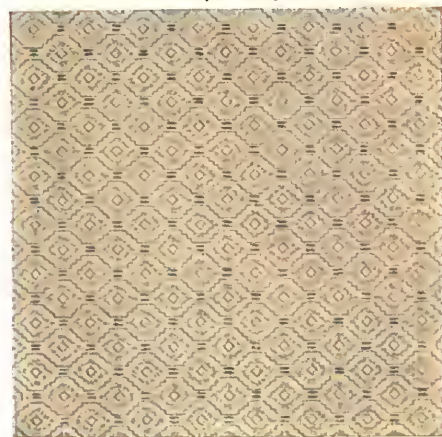


Pattern No. 3056 Feltex
8/4 Only

FELTEX



Pattern No. 3057 Feltex
8/4 Only



Pattern No. 3058 Feltex
8/4 Only

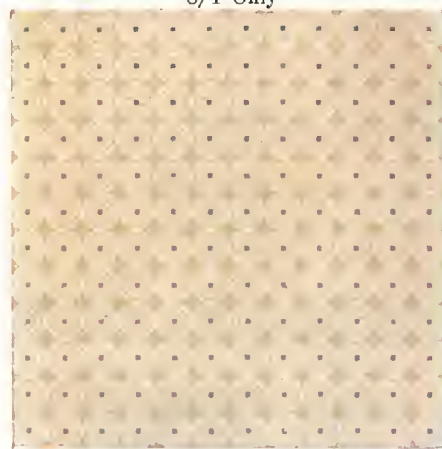


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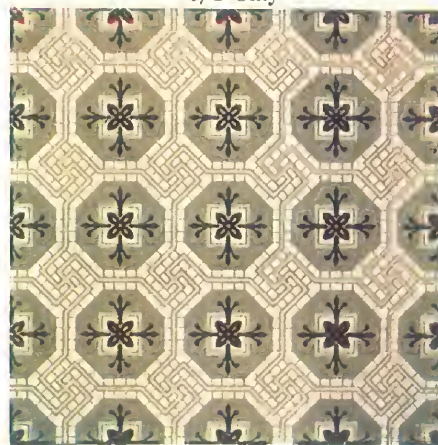
FELTEX



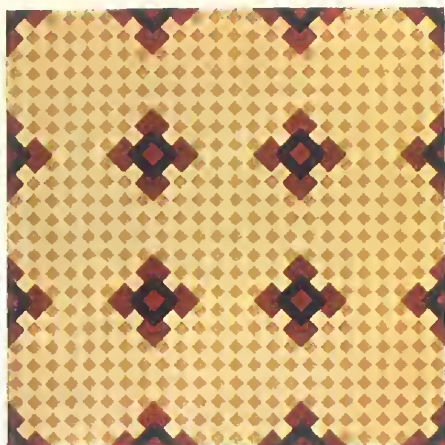
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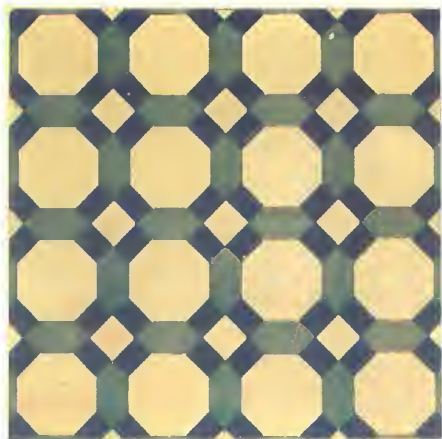
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8/4 Only



Pattern No. 3066 Feltex
8/4 Only



Pattern No. 3068 Feltex
8/4 Only



Pattern No. 3069 Feltex
8/4 Only

DIRECTIONS FOR HANDLING AND LAYING LINOLEUM

BLABON Art Linoleums are floor coverings made upon a burlap base and are composed of linseed oil, powdered cork, kauri gum, rosin, coloring matter and other ingredients, and are absolutely free from adulterants or offensive smelling chemicals. They are sanitary and easily kept clean, and if properly laid, are noiseless, resilient, and comfortable to walk upon. The surface of linoleum being impervious to water and ordinary stains, it makes a handsome and smoothly finished floor, that under ordinary circumstances will wear indefinitely.

HOW TO UNLOAD LINOLEUM

When unloading linoleum special care should be taken not to allow the cased goods to *fall* from the cars to the railroad platform, or even to fall from an upright position to the floor, as such treatment is almost certain to *crack* the linoleum in several places. Rough handling by employees of transportation companies is the cause of frequent damage.

In *cold weather*, especially, linoleum becomes hard and brittle, and if unrolled or dropped in that condition is very apt to crack. When received during the winter months linoleum should be kept in a temperature of seventy degrees for at least forty-eight hours before it is safe to unroll.

The correct method of unpacking linoleum is to carefully place the case on its side, remove the cross boards, also any protruding nails, and slide the goods out of the case. The roll should then be lifted into an upright position and kept standing on end. These directions apply only to goods two yards wide. Linoleum four yards wide must of necessity be kept lying flat, care being taken not to pile heavy merchandise upon the roll.

HANDLING LINOLEUM IN WAREHOUSES AND STORES

Careless and stupid handling of linoleum in warehouses and stores is the cause of numerous unjust claims against the manufacturers. Standing the goods against leaky steam radiators or pipes, storing same in damp and moldy cellars, placing the linoleum

where it is apt to be bumped against and torn by hand trucks, or where it is liable to become spattered by dripping oil or grease, allowing employees to sit or stand upon part of a roll that happens to be lying on the floor, are only a few of the many causes of damage.

The proper method is to keep the goods standing on end in a warm, dry place, and those entrusted with its care should be instructed how to unroll, cut and handle the same. Knives specially made for cutting linoleum may be easily procured.

Constant unrolling and rerolling when cutting off various lengths tend to loosen the roll and to make it more likely to flatten out and become broken. It should be kept *tightly rolled* at all times.

Throwing down rolls of linoleum from an upright position to the floor, while easier for the person handling the goods, should be *strictly prohibited*.

SUGGESTIONS FOR LAYING

The life of linoleum is greatly diminished and its smooth appearance frequently spoiled by careless or improper laying. Such trouble can easily be avoided by observing the following simple directions:

First, whatever method of laying is used, it is of the utmost importance when cutting linoleum to allow from one-half to a full inch more than is needed on all sides for possible *contraction or expansion*, and the cut lengths should be left lying loose on the floor for ten days or two weeks. Before fastening the pieces down, it is advisable to cut the goods a trifle shorter than the required length—say about one-eighth to one-quarter of an inch—to allow for expansion, as linoleum often "crawls" when laid out flat after having been rolled up for a long time. Failure to observe this precaution may cause the goods to buckle and crack.

USUAL METHOD EMPLOYED

The usual method of laying linoleum over wood floors is to fasten it down along the seams and around the edges with No. 18, $\frac{3}{4}$ -inch brads, spaced about three inches apart. Carpet tacks should never be used, as they are unsightly. Linoleum will wear better if the floor is planed perfectly level, and the holes and wide cracks filled, as an irregular floor surface will cause excess wear on the uneven places and may cause the goods

to break. The floor must also be free from *dampness*, as this causes the linoleum to bulge, and if there is an excess of moisture, the burlap backing is liable to be injuriously affected.

A better method of laying linoleum is to fasten it to the floor with any of the standard makes of water-proof cement, manufactured specially for this purpose. These preparations are a combination of chemicals which produce a liquid glue with minimum quick-drying and maximum toughness as its principal properties. The cement should be applied with an ordinary paint brush along the seams and edges, and the linoleum rolled down thoroughly with a long handled cast iron roller such as is used for lawns. The roller should be run over the seams repeatedly until they are even and perfectly smooth. This not only takes the *roll* out of the linoleum but assists in placing it in position. Roll from the center to the edges, this will force out any air which may collect under it and prevent air bubbles or blisters. After the goods have been laid in place, they should be weighted down with bricks, sand bags or pieces of iron placed along the seams and edges, and left for at least twenty-four hours.

Undoubtedly the most satisfactory method is to cement the entire back of the linoleum to the floor, not merely the seams and edges. When adopting this method it is best to coat both the back of the linoleum and the floor with cement, and as soon as the cement has started to set, put the linoleum in place. The entire surface must then be uniformly weighted down until the cement has set. For this purpose canvas bags filled with sand are frequently used.

Where a concrete floor is to be covered it is necessary that it be smooth, free from particles of dirt, and perfectly dry. It is also most important to allow the linoleum to rest on the floor for at least two weeks before any attempt is made to accurately fit it. By this is meant that the goods should be cut full—allowed to curve up against the walls from one-half to a full inch around the room. Furthermore, the seams should be lapped slightly, care being taken with figured patterns not to lap them enough to spoil the symmetry of the design. After all shrinkage or expansion has ceased, fit the linoleum closely and cement it down with waterproof cement, covering the entire back. As previously explained, the linoleum must be uniformly weighted down over the entire surface until the cement has set thoroughly.

An approved method of laying Cork Carpet, Plain or Inlaid Linoleum, is to cement it securely over a layer of builders' felt. Unsaturated building felt of good quality, weighing one and one-half pounds to the square yard; should be pasted to the entire floor, using a special linoleum paste of good quality. The paste should be applied to the back of the felt and the felt rolled smooth.

Not less than twenty-four hours after the felt has been pasted in place the linoleum should be laid over the felt strips in the opposite direction, applying linoleum paste to the entire surface with the exception of a space five or six inches in width along the edges and at the joints, which space should be left bare for a later application of *water-proof* cement. Roll with an iron roller until all air blisters are smoothed out. All seams, edges and joints should be weighted down with pressed bricks, sand bags or other suitable weights for not less than twenty-four hours. Any cement coming in contact with the surface of the linoleum should be removed with alcohol at once.

In buildings under construction the linoleum should be temporarily protected against abuse by covering it with a heavy building paper, or similar material, as sand and gravel adhering to workmen's shoes may scratch the surface of the goods.

Ordinarily a gallon of cement will be sufficient for twelve square yards of linoleum if the entire back is coated; while the same quantity will be enough for about twenty-five square yards if only the seams and edges are fastened down.

Linoleum cements that contain water glass (sodium silicate) should be avoided because where such adhesives are used there is always danger that the presence of moisture may set up a chemical action that will be injurious to the linoleum.

Detailed specifications for laying linoleum, table of grades, gauges and weights of Blabon Art Linoleums will be sent upon application.

HOW TO CLEAN AND PRESERVE LINOLEUM


Blabon Art Linoleums will wear indefinitely and will always look fresh and clean if properly treated and not abused as is frequently done through carelessness and ignorance. They should be washed or scrubbed with luke-warm water and a good soap containing no free alkali. Linseed oil soap is highly recommended. Soaps that contain

soda, lye, potash, or any strong scouring soaps, abrasives, or quick-cleaning preparations, should *never* be used under any circumstances, as they will ruin the surface of the goods.

Plain or inlaid linoleum should be polished the same as a parquet floor at least once a month with a good polish made of wax and pure oils that are absolutely free from acids. There are several good makes of wax on the market. If cared for in this manner the life of linoleum will be prolonged and the brightness of the colors retained.

A good method of preserving printed linoleum is to give the surface of the goods a coat of good varnish or white shellac. This will brighten the appearance of linoleum and make it easier to clean.

Where heavy furniture is used, dome-shaped metal or glass shoes should be substituted for casters, as the usual small metal casters cause undue wear and may cut through the linoleum. Glass shoes are made in several sizes, have a similar shank to that on a regular caster, and will fit into the same sockets. If glass or metal shoes are not obtainable, rubber tips placed on the legs of heavy furniture will answer the same purpose.




BLABON

ART

Linoleums

STYLES FOR
1921

"Blabon Floors
make
housework easier"

PHILADELPHIA
AND NEW YORK
1851  1921

